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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIX. NEW YORK, JUNE 2, 1897. NO. 9.

BOOKS OPEN TO ALL

1877-1897

ACTUAL FACTS!

Yesterday, June 1st, 1897,

The Philadelphia RECORD

Celebrated its Twentieth Anniversary as a One-Cent Newspaper, under the continuous management of Mr. William M. Singerly.

The circulation, June 1, 1877, was 5,607
The circulation, June 1, 1897, exceeded 165,000
Here is a gain of almost 160,000 *copies.*

How was that gain made? By making a *complete* newspaper—no prizes, no coupons, no picture cards—simply a high-grade newspaper at a penny, with *all the news* at home and abroad. The paper had the confidence of the reader—that was the secret of success. That's why THE RECORD is the BEST ADVERTISING MEDIUM IN PENNSYLVANIA!

Average Circulation in 1896:
Daily Edition, 170,402
Sunday " 124,234

For rates address
THE RECORD PUBLISHING COMPANY,
Philadelphia.



Satisfied and Contented.

And so is the advertiser who places his advertising in the Atlantic Coast Lists by the year.

These lists comprise 1,600 separate and distinct local publications, and cover the New England, Middle and Atlantic Slope States.

One order and one electro only needed to reach one-sixth of the entire reading population of the United States outside of large cities.

It is a very easy matter to accomplish — and the small cost per paper appeals to astute advertisers.

Yearly advertising, quarter of a cent a line a paper per insertion; transient orders, half a cent.

Estimate and catalogue for the asking.

Atlantic Coast Lists,

134 Leonard Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XIX. NEW YORK, JUNE 2, 1897. No. 9.

CAN AN ADVERTISING MAN BE A CHRISTIAN?

By Claude C. Hopkins.

It is often asked if a man can be both a lawyer and a Christian—so frequently asked that there seems to be a common doubt that such a combination can exist without one profession yielding something to the other. But there seems to be a still more common doubt about Christian advertisement writers. People in general think more about advertising than law. They come more in contact with it. Advertising exerts some influence on all people. Law deals with the few. And, as a consequence, a thousand people have learned the trickeries of advertising where one has experienced the artifice of law.

Of course, the question turns on the possibility of truthful advertising. The common doubt that exists on this point is a fact, though a pity. We find it everywhere. It is not the doubt of ignorance either. We find it more common among the intelligent. Even our friends, with whom our word might stand against a dozen contradictions, smile when we assert the truth of our advertisements. They consider skillful deception a part of our profession. They even deem it necessary enough to be innocent.

However little this affects us personally, we cannot overlook the effect on our business. Truth suffers alike with falsehood. Yet no one can doubt that there is reason for this suspicion. Falsehood has held high carnival in the advertising field, and people have found it out. In the fierce competition engendered, even truth has lost its garb of simplicity, and doubtful adjectives are recklessly used to emblazon it. Advertising has thus discredited itself. It is as natural for people to doubt a too emphatic advertisement as it is to suspect a too emphatic man.

But I am ready to assert that not only can an advertising man be truthful, but that, other conditions being equal, the more closely he follows the principles of simple truth and honor, the more certain, the more lasting and the greater will be his success.

Some of the most truthful men whom I know are advertising men. I have in mind one man in particular, who may be considered an extremist in his religious views. I have known him from boyhood. I knew him when he was earning his education, as I did, by lighting the city lamps, and by going around at midnight, after an evening of study, to put out the lights on his route. I knew him when he spent his days at menial work in the fulling-room of a woolen factory, and his nights over his books. Years afterward we worked in the same office, he as buyer, I as advertising man. The principles of his boyhood seemed only to strengthen under the exigencies of a business career. He so closely adhered to whatever he believed to be right that he never rode on a street car on Sunday. He was a type of the men who succeed—a plain, blunt, unvarnished, unassuming man, and as utterly incapable of exaggeration as of falsehood.

From the world's point of view, this man was as far from an advertising man as from a gambler. Those who know advertising better might have judged him as I did. I have always believed that the first requirements for a good advertising man are the best qualities of a good business man. Honesty and energy are two of these, and this man had both. In this belief, I recommended him for my place when I vacated it, and to-day he is manager of one concern and owner of another, both of which he has advertised into success. Every one who reads this probably reads his ads, and some of you have wondered if such simple, earnest, honest statements stand any chance in this field of exaggeration. I answer that his success has made

him a man in a thousand among advertisers.

Two years ago, when Chas. F. Jones came to Chicago to initiate the advertising of Rothschild's new department store, the extent of the undertaking attracted considerable interest to the man. Attention involves criticism, and he had his share with the rest of us; but the most decided opinion among the wise ones who knew him was that he was "altogether too honest." Department store advertising seemed to be regarded as the type of all exaggeration and deceit. What chance had such a carefully honest man in a field like that? But that very honesty is one of the factors that took him to the top, and made him advertising manager of the largest store in America.

Chicago's merchant prince is Marshall Field. Through all the changing conditions of the last fifteen years the house of Marshall Field & Co. has always maintained its supremacy. No store in the West enjoys to a greater extent the absolute confidence of the community. There are other stores in Chicago that spend, I judge, five times as much as Marshall Field & Co. do in advertising. Pages are filled with fusillades of adjectives. Language has been ransacked, and even new language coined, to add emphasis to rampant hyperboles. Bombast has run riot. Marshall Field & Co.'s ads have remained in their wording types of homely simplicity, and they never appear on Sunday. It is human nature to discount exaggeration, and if the advertiser knew the discount he would probably prefer the truth. But no experienced shopper in Chicago doubts that she will find at Field's exactly the bargains advertised. Such confidence is a tremendous asset in a business.

We all know of the man who wrote advertisements for Wanamaker's during the years of that store's greatest growth. His honesty is of that rugged character which knows not even diplomacy. He has thrown away business that would mean fortunes to other men rather than compromise with truth.

We all know another man called the "Doctor of Advertising." He is not only an advertiser, but a teacher of advertisers—an authority—a molder of advertising opinions. No man in the business has had more good things said about him, but he prizes, above all, the statement of the man who knew him best—the president of the enormous concern which he had advertised for years. The statement was, "I would take his word for anything."

So examples could be multiplied. They are as numerous as staple successes.

Can an advertising man be truthful? I answer that there is no other business field in which truth is so essential. The work of an advertising man poses before the world, and the world's judgment is never long in error. We find a man out by acquaintance. Companionship quickly reveals deceit. Neither advertisements nor men are often measured wrongly long.

Every deviation from fact harms an advertisement, in the long run. Every exaggeration weakens it. Even such expressions as "The best," "The finest," etc., are too often untrue to be serviceable when they are facts. If they are not harmful, it is because they have grown meaningless.

Careful honesty also obtains an additional force from its novelty. The advertisement which has made the greatest impression on me is: "Morgan & Wright tires are good tires." People accept such a statement without discount, and it is, beside, a startling innovation in an age of bombast.

When a man appreciates that a reputation among millions, gained by advertising, is just as sensitive as his reputation among a hundred friends, he will be as truthful in what he advertises as he is in what he speaks. A permanently successful advertiser not only can be, but must be, honest; and the measure of his honesty will largely measure his success.

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"ONCE A WEEK."

AN $8 TYPEWRITER.

HOW IT WAS ADVERTISED INTO POPULARITY AND SUCCESS, RELATED BY MR. PAYNE, THE PRESIDENT OF THE AMERICAN TYPEWRITER CO.—21,000 MACHINES SOLD IN FOUR YEARS—OTHER INTERESTING FACTS.

What $5,000 a year can do in display advertising, when backed by



HALBERT E. PAYNE.

good judgment, is best evidenced by the success achieved by the American Typewriter Company, manufacturers of "Standard Made Low-Priced Typewriters." The offices of the company are, as they advertise, "opposite City Hall Park," or, to be more specific, 265 Broadway, New York.

The following interview was accorded to a representative of PRINTERS' INK a few days ago by Mr. Halbert E. Payne, the president. Mr. Payne said:

"Our advertisements have been before the public for about four years, and the results of our judgment in the purchase of publicity have been cumulative. You can best tell how business has been when I give you the following interesting data: Previous to July, 1895, we sold about 2,500 of our instruments. The price at the very start had been $5, but we quickly improved the machine, and then sold it for $6. But in July, 1895, we put a new and much better model on the market, and asked and readily obtained $8, our present price. This is our present typewriter. Between July, 1895, and April, 1896, we sold no less than 10,000 of them; and up to date, May 5, we have sold just about 21,000. Not a bad showing for the hard times, we think."

"And you've done it all through advertising?"

"Our entire business has been built up by just that means. Which proves to my mind that if you have a good thing, advertise it in the mediums which reach the constituency you are seeking, and there's very little fear of the result."

"Are you the inventor of your instrument?"

"No; I have merely improved on the machine invented by one L. P. Valiquet. He tried to exploit it, but made no success. Then he sold out to a company which sold out to us. We turned the invention into a practical machine, suitable for commercial purposes, as the event has proven. But we are not yet done. It is likely that in the near future we shall add some decided innovations and advance our price to $10—a more than justifiable step."

"What mediums do you use?"

"We use the magazines, and special publications like the *Scientific American*, the *Literary Digest*, the *Homiletic Review*, *Comfort*, and so on. Our magazine list includes *Munsey's*, the *Cosmopolitan*, *McClure's*, the *Review of Re-*

A Small Business
BECOMES
A Large Business
when proper methods are used.
A Typewriter is the first requisite and the
American Typewriter **$8**
is the only one that every one can afford. It gives full money value and combines in the highest degree simplicity, durability and ease of operation. The fifth year and no competitor.
15,000 SOLD IN 1896
Present sales are over 100 per day.
Don't scribble your time away. Use an up-to-date AMERICAN TYPEWRITER.
For handsome catalogue and sample of the work mention this magazine.
American Typewriter Company
OPP. CITY HALL PARK. Broadway, New York

views, Harper's, Scribner's, Frank Leslie's, Demorest's, Peterson's, Public Opinion, all the humorous weeklies and a large list of the medical press."

"How about the religious papers?"

"We do not use them. The fact is we tried them, and we found that perhaps for our purposes they probably didn't reach the people we wanted."

"You seem to be in the field generally with that exception?"

"We think we use a great many publications, but we believe we exercise good judgment in not following the large advertisers blindly."

"Your advertising seems to be very effective?"

"We try to make it so,' laughingly responded Mr. Payne. "An article like ours appeals to a large clientele. In addition to this fact, our typewriter advertises itself. Every machine we sell is certain to bring in more sales, owing to the fact that it is suited for the requirements of such a large proportion of the people. If this had not been so, I can scarcely doubt that the results of our advertising would have been greatly less today than they have been. For businesses like ours there is no method for the sale of the products comparable to advertising." J. S. WILLIAMS.

THE PRINCIPLES OF BUSINESS.

No calling requires a greater use of brain power than business, and few require a higher order of general ability. The great secret of success in business—the secret, in fact, of success on a large scale—is to conceive of it as a matter of principles, not merely as a series of transactions. There are great merchants as there are great statesmen, and there are small merchants as there as small politicians, and the difference between the great and the small men is very much the same in both. The small politician works by the day, and sees only one opportunity before him; the small merchant does the same thing—he is looking for the next dollar. The statesman, on the other hand, is master of the situation, because he understands the general principles which control events; this knowledge enables him to deal with large questions and to shape the future. The great merchant does the same thing. His business is not a mere money-getting affair, not a mere matter of barter, but a science and an art; he studies the general laws of trade, watches the general condition of the country, investigates present needs, foresees future wants and adapts his business to the broad conditions of his time and place. He puts as much brains into his work as does the statesman, and he ends by being not a money-getter, but a large-minded and capable man. An eminent successful man of the statesmanlike quality said the other day that the more he understood life the more clearly he saw that it was all done on business principles, by which he meant, not only that the universe is governed by unvarying laws, but that promptness, exactness, thoroughness and honesty are wrought in every fiber. On these business principles all life is conducted—if not by men, at least by that Power which is behind man. It ought to be the ambition of every young man to treat his business from the point of view of the statesman, and not from that of the politician.—*Exchange.*

The Pinnacle of Excellence

Is a way-up point of elevation, not easily reached, but

Blatz

The Star Milwaukee Beer

is up there, and has been up there ever since 1851. So do not wonder at the popularity of Blatz, but call for Blatz and see that "Blatz" is on the cork.

VAL BLATZ BREWING CO,

TELEPHONE 342

Kansas City Branch: Foot of Walnut St.

PRINTERS' INK recently called for good beer ads, and has received quite a number of announcements in reply. The foregoing is a pretty good specimen of the whole lot. Is it a good ad? Why? If not, why not?



THE SUN

alone prints all the news !

WHAT ONE DRUGGIST SAID.

A SIDELIGHT ON THE SUBSTITUTION PROBLEM.

We read a great deal about substitution. It is painted red, and marked one of the very worst of evils. We are told that it is a kind of stealing—stealing the benefits of the other fellow's advertising efforts. Different remedies are advanced to correct the evil, but the one that will win will be found upon something besides ethics or moral suasion.

There are some things we know about "substitution." First, it is discouraging to the prospective advertiser to contemplate the fact that after he has built up or created a demand for his particular proprietary article some one else may reap the benefit of his efforts and sell something "just as good." Second, the publishers have a lively interest in this subject. Whatever makes advertising hazardous is calculated to reduce the volume of business. Third, substitution does exist and goes merrily on each day. The more generally a remedy becomes known, the greater skill is employed in placing a substitute upon the market. Fourth, the one and only reason why the substitute is offered lies in the fact that the increased profits award the substitutor. Fifth, advertising appropriations have been reduced on account of these conditions, and therefore substitution is a direct menace to the advertising business.

These facts are well known. Now, then, what are we going to do about it?

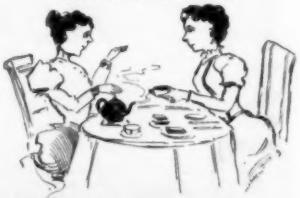
As the matter of substitution is one I have studied from the advertiser's standpoint, I determined to view it from the vantage ground of the wicked druggist. I wanted to know what he had to say in justification of his unholy practice. Armed with a very pious air, I entered the drug store of a personal friend. In the window he exhibited a lot of celery compound, made to imitate one that has a national reputation. Evidently my friend "Smith, the druggist," was flying in the face of Providence and must have a truly dare-devil spirit. He substituted when occasion demanded, seemed to take pride in his sinfulness and advertised his depravity.

I said to him, "Smith, do you consider it honorable to get the benefit of others' investment? Don't you know that the manufacturers of the celery compound that you are substituting have spent thousands of dollars in advertising? Don't you know that you are stealing the benefits of their investment?" Smith looked at me just long enough to satisfy himself that I was in earnest, and said: "Come in, Brown, and have a glass of ice cream soda, and I will tell you all about it. You see, when the manufacturers of that compound were willing to let the dealer have a profit, we did not offer a substitute. I don't like to sell substitutes, but am forced to. They charge about $9 per dozen for $1 bottles. After adding for running expenses and freight, we only make about 15 cents on a dollar sale. It is not enough. The manufacturers think the advertising will make and continue the demand, and that we will have to pay the price; that they can force us to sell their compound at little profit. When they were willing to let us make a fair profit we did not substitute. Then, when a customer came in and asked for so-and-so's celery compound, we told the customer it was good stuff, and gave him what he asked for. Now we tell him about this other compound, and in nine cases out of ten we sell the substitute. Of course, we keep the genuine, but only order it in half-dozen lots, whereas we used to order three dozen and get the discount. Manufacturers of proprietary articles who are fair and are willing to let the dealer have a decent profit have very little cause for complaint on account of substitutions."

I finished my soda in silence. I had learned something about "substitution." Is not this matter of substitution, to some extent, in the hands of the most interested parties, the manufacturers? Is it reasonable to believe that dealers would care to bother with substitutes if they were able to realize a fair margin on the genuine article?

CHAS. SETH BROWN.

ILLUSTRATED NAME.



"UNION NEWS COMPANY."

GAINED BY MERIT.

Publisher The New York Times.

Dear Sir:

It may interest you to know that our sales of The New York Times for Sunday, May 9th, showed an increase of 25 per cent over the corresponding Sunday of last year, a growth which is remarkable, and gained solely upon the paper's merits.

Yours truly,

F. P. MORRIS, President
The Long Island News Co.

Long Island City, N. Y.,
May 18, 1897.

The New York Times.

"All the News that's Fit to Print."

WEEKLIES.

A number of weeklies which had a large circulation ten years ago, and were used regularly by hundreds of advertisers, have been numbered with the dead. These weeklies, whose absence is noted the more because of the prominence they once occupied, were in nearly every case weekly issues of daily papers printed in large cities.

In New York, for example, the *Weekly Sun*, which was once a favorite with advertisers, was discontinued. The weekly edition of the *World* was changed to a tri-weekly. In Boston the *Weekly Globe* was made a thing of the past. In Chicago, St. Louis, Philadelphia and other cities weekly editions which had a large circulation at previous periods were either abandoned or changed to semi-weeklies. The strength of these weeklies grew less as the facilities for the rapid distribution of papers improved. That improvement was followed by a much larger circulation for the daily editions, the changes in distributing methods making it easy in many cases to circulate the daily where the weekly edition had previously made its way. In fact, although it was not feasible for these publishers to distribute the daily as widely as the weekly had been distributed, it became possible for other publishers, running smaller dailies in other towns in the same districts, to develop their own dailies to a certain extent at the expense of these weeklies. They were helped, of course, by the growing cheapness of the daily paper.—*Fourth Estate.*

THE PRESENT QUESTION.

A few years ago there was a doubt in many minds as to the value of advertising in selling goods. The business concerns which spent large sums felt that it was in the nature of an experiment. To-day that feeling has been entirely eliminated. The value of advertising is rarely questioned, and, when it is, only by concerns who never have been and never will be leaders. The problem to-day is not whether to advertise, but how to advertise, and it is a problem that must be studied most carefully. A large shoe concern which failed a short time ago claimed its advertising bills ruined it. It is a simple matter to point out a dozen concerns each spending more money annually than did the failed firm, advertising no better product, who are making fortunes. It is all in the way the game is played. To make a success of advertising, one must be thoroughly posted in the art of advertising. He must know the people he wants to reach, know their wants, know just what mediums will most influence them, and what arguments will convince them that it is his goods that will best satisfy their desires. Hearty co-operation with jobbers and manufacturers will tend greatly toward helping the retail dealer attain this result. Nearly every manufacturer and jobber is supplied with plenty of advertising information of a useful character. It is at the disposal of every retailer. Why not be one of those to use it? Why not outline your policy to the concern from whom you make your largest purchases and ask their help? The answers you will receive cannot fail to be beneficial.—*The Shoe Budget.*

THE BOY WHO STANDS ON HIS HEAD,

Slides down banisters, climbs fences, falls off henroosts, and breaks up things generally is almost always hard on clothes.

Now, isn't he?

Doesn't he rip "unrippable" seams, tear out the knees and elbows of his clothes, and often require a new seat to his trousers?

But bless his heart! wouldn't it be better to have him that way than pining away on a sick bed, running up doctor's bills?

Boys will be boys, anyway. If you bring the young shaver to us we'll put a suit on him that he won't tear in a hurry.

A nice looking suit, too; all wool, and for little money. ($2.75, $3.25 and $3.75.)

BALDWIN, THE CLOTHIER,
380 & 382 Fulton St., cor. Smith,
Brooklyn.

THE

San Francisco CALL

"SPEAKS FOR ALL"

ITS PATRONS
are found in the commercial houses and family firesides.

ITS CHARACTER
is pure, moral, fearless and progressive.

ITS CIRCULATION
has increased 50 per cent per annum under the present management.

ITS ADVERTISING PATRONAGE
bona fide, is greater than that of any other paper in California.

ITS FIELD
is the whole Pacific Coast—and it covers it thoroughly.

ITS REFERENCES
The excellent indorsement of every advertiser who has used it.

ITS RATES
and further information will be furnished gladly by

CHARLES M. SHORTRIDGE,
Editor and Proprietor,
SAN FRANCISCO, CAL.

Or....
D. M. FOLTZ,
Eastern Manager,
34 PARK ROW, NEW YORK.

It reaches the classes you want to reach.

House Talks

To influence a man effectively one should get close to him, establish intimate relations with him.

Your advertisement in the local weekly introduces you to the subscriber in his house-coat and slippers. You talk with him in the presence of his wife and family—talk, also, with his wife and family.

Such advertising is effective. The experience of hundreds of our best advertisers has proved it.

We can put your advertisement into 1,500 of these local weeklies in the best part of the country at an expense trifling in proportion to the size and character of the circulation.

CHICAGO NEWSPAPER UNION,

10 SPRUCE STREET, NEW YORK. 93 SO. JEFFERSON STREET, CHICAGO.

One electrotype, 1,500 papers in the rural communities most valuable to the advertiser, among the class who do five-sixths of all the buying. That is what advertising in the Chicago Newspaper Union lists means.

ADVERTISING A COUNTRY STORE.

Thinking that it would be of interest to a number of the Little Schoolmaster's patrons to hear how a country store in a town of one thousand inhabitants is successfully run from the advertising department, we went into Kinner's Cash House to see what pointers we could get from Mr. Elwood Kinner, the popular proprietor of one of Greenup's most successful stores.

"Mr. Kinner, I wish to get an interview for PRINTERS' INK out of you concerning your advertising," said your correspondent. "What is your idea of what constitutes successful advertising in a country weekly for business in a town the size of Greenup?"

"Well," said Mr. Kinner, "I do not know that I can tell you in a way that will be of interest to the high-class patrons of the Little Schoolmaster. But, as you well know, my advertising is eminently successful, and that is all that can be desired. You know that I have contracted for a certain amount of space in your paper (twelve inches), which I aim to have set in the regular reading type and same as locals, with a change weekly. I write my ads simple, and just aim to insert facts, with prices as low as possible, and give prices on each article. The price of such staples as coffee, sugar, canned goods, flour, etc., is nearly always different each week."

"Do you think a special position pays for the extra price usually asked for the space?"

"Yes, by all means; in my way of advertising it does. You know I have the top of column just following your local notes and personal. I have reason to know that my locals in that half column are read every week. But I do not think if my ad was in one place one week and another the next it would be hunted out to be read."

Kinner's Latest.

Country cured hams, 8½c per pound.

We are selling a No. 1 good satinett suit for men at $2.

Lancaster gingham, 5c per yard; best calico, 5c per yard; the best 5c brown muslin in town.

Seed sweet potatoes and onion sets of the best quality cheap. Northern Early Rose seed potatoes at 35 cents per bushel.

We can sell you a hat at half what others ask you. Come in and see our 25c hat. We have more hats than all the other stores put together.

We are the only house to buy shoes from. We have too many shoes to name prices. New line of ladies' shoes. Oxfords in all the new shades and styles. See our men's and boys' tan shoes, the finest in town.

We have a nice line of slippers that we sold at $1.50 to $2.50. We are going to close them out at 50 and 75c. Every pair worth three times the money, but they are a little bit out of style. Come early and get the pick.

Best smoked bacon 6½c; 2 lbs. soda 5c; grain pepper 10c lb; a dandy green coffee 12½c; Arbuckle and Levering 15c; Saplin clover 95; red clover $4.50; best timothy $1.05. Come in and see us. We will sell you cheaper than any credit house.

See our new spring goods this week. All the latest novelties in French organdies, Nainsooks and dimities, Batiest laces and embroideries, etc. The finest line in town. We are always in the lead and our prices are always lower than our competitors.

We have the largest, finest and most up-to-date line of shoes in town. Too many shoes to name prices—come in and see for yourself. Ladies' dong. kid shoes at 75c to the best made; men's fine and coarse shoes, $1 and up. Come in before you buy and take a look.

Still another large shipment of men's and boys' clothing this week. We have by far the largest stock of clothing in Greenup and will sell it cheaper than you ever dreamed of. In fact, we will sell you a suit 25 per cent. cheaper than any other house in Greenup. Get others' prices, then come and see and get ours.

KINNER'S - CASH - HOUSE, GREENUP, KY.

"Do you think that if one merchant in every town of the size of ours would advertise as you do that he would be successful?"

"Well, to tell the truth, I do not know what to say to that question. But if I was giving a friend advice on that line I would tell him to do a strictly cash business and advertise in my way. A cash basis is the only basis for a successful country store; and here I will relate an incident. Recently a country gentleman—one of the best in our county—sent his team for a barrel of salt, telling his man to say he would pay for it the first time he came to town. I refused to let the driver have the salt, saying that it was our rule to let nothing go out of the store without getting the cash for it. I presumed the man would be angry and stop trading with me, but in a few days he came in himself and purchased the salt along with quite a bill of goods. Yes, the way to succeed in a country town in the merchandise business is to deal on a strictly cash basis and advertise liberally, giving prices always. You know that in the holiday seasons I increase my space, and sometimes have two columns filled with my simple little locals."

"I believe you do not use schemes, such as presents, etc.—do you, Mr. Kinner?"

"No!" decidedly. "No scheme will work for lasting good. My aim is to give value for value received, and

I find that customers are satisfied with that. The best custom bringer is a simple list of articles with the proper prices, set in a conspicuous position, in a neat and newsy country paper."

WALTER T. CALLON,
Greenup, Ky.

ENGLISH INN SIGNS.

By John C. Graham.

The first advertising signs ever displayed in England were the swinging sign-boards of the public houses or hotels, and these were in vogue long before Shakespeare's time. The same practice obtains to-day as in those bygone centuries, and in looking over some ancient prints which show a lot of these curious old signs, it seems easy enough to trace the origin of the modern painted pictorial ad to the old-time sign-boards of the hostelries. In England every saloon or "public house," big or little, has a distinct name of its own which is usually displayed on a large board, fixed at right angles to the front of the house, and hung high above the main entrance. The hotel nomenclature is frequently amusing, being pictured as well as printed on the sign.

Thus, there are "pubs" known as "The Shoulder of Mutton," "The Leg of Mutton," etc., and the sign bears, besides the name, accurate representations of these edibles. There are "Black Bulls," "Brown Cows," "Wild Boars," "White Horses," "Spotted Dogs," "Greyhounds," "Fox and Hounds," and all kinds of animals illustrated to give names to these places of refreshment. One sees "The King's Head" on one side of the street and "The Queen's Arms" on the other, but I have never noticed any sign of the Prince's Legs, and don't believe there are any. "The Royal Oak" is a common name for a saloon and is invariably advertised by a good painting of a large old English oak tree.

It must be understood that these swing signs outside the public houses are usually all the advertising they ever get, and serve to attract passers-by on account of their clever painting or odd conception. There are some wayside houses in England known as "The Silent Woman," usually represented by a decapitated woman holding her head in her hands, the insinuation being that females can only be silent when their heads are off!

Some more enterprising "publicans" go in for considerable display. There is one house in London known as "The Hermit's Cave," and on the roof is shown a large painted wooden grotto, with the figure of a hermit seated at the entrance reading a book. This attracts the attention of all passers-by and serves as a good advertisement.

Sometimes in or near the country towns one comes across very curious old signs, as, for instance, one near Bradford, in Yorkshire, outside a public house called "The Gate." The sign is in the form of a five-barred gate, and on the horizontal boards appears this doggerel, said to be centuries old:

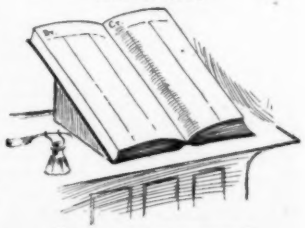
This gate hangs well,
And hinders none;
Refresh and pay,
Then travel on.

"The Angler" is a favorite sign for country hostelries, and it generally shows a disciple of Isaak Walton trout fishing from a mossy green bank.

As might be expected, the display signs in front of saloons in seaport towns generally run to nautical subjects. "The Jolly Sailors," "The Ship," "The Mariner's Rest," "The Cockpit," "The Piping Boatswain," "The Quarter Deck" and other things are depicted on the signs with more or less cleverness. "The Cheshire Cheese" is a common name for a public house, not only in Cheshire, but all over England. So is "The Swan With Two Necks," although one would not think such a bird could be common.

Years and years before the modern pictorial display signs were thought of for advertising purposes, the English public house sign had furnished the idea, and it may truly be considered as the origin of outdoor pictorial display, in that country at least.

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"THE JOURNAL OF COMMERCE."

SOME SPORTING PAPERS.

By J. W. Schwartz.

Under the classification of "sporting" the American Newspaper Directory classifies throughout the United States more than one hundred periodicals. Many of these are distinctly local. Others, although classified under the head, would be relegated, under a more minute classification, to the category usually denominated as "pink" or "yellow." Of the rest about half a dozen pre-empt the general field.

The leading sporting publications under this process of elimination are, in the order of their merit, as nearly as such a list can be made: *Outing*, published in this city; *Sports Afield*, a Chicago periodical; *Recreation*, of New York; *Amateur Athlete*, a New York weekly; the *Sportsman's Magazine*, also published here, and the *American Field*, Chicago, weekly.

Sports Afield is a sightly monthly, of the popular magazine form; its subscription price is $1.20 a year, single copies, 10 cents. Its editor is Claude King, and it is published by the Sports Afield Publishing Company. The American Newspaper Directory credits it with a circulation of 17,250. Its cover usually discloses some scene relative to outdoor recreations—the March issue showing a decidedly attractive camping scene. Some of the reproductions in the body of the magazine, however, are very crude; on the whole its half-tones are fair. The quality of the paper is unexceptionable, and the letterpress more than passable. *Sports Afield* appeals most strongly to the devotees of rod and gun, incidentally giving much space to dogs and camping. In the number before me there are three very entertaining sketches, a continued story, and some good verse, all of the nature to be expected from such a source. Then follow four pages devoted to natural history, mostly communications, conveying information. Another department, "In the Field," is devoted to hunting. Then follows: "Our Friend, the Dog," then "Fish and Fishing," "Photography," "Editorial," "Our Young Sportsmen," "Cycling," and "Rifle and Trap." The advertising pages, a respectable showing, are largely patronized by those who would naturally seek a constituency such as the periodical claims to have.

Recreation also adopts the magazine form. It has a striking yellow cover, with its name boldly across the top. The current number portrays a fine canine head. The subscription price of *Recreation* is $1, single copies, 10 cents. G. O. Shields, who is perhaps better known by his *nom de plume*, "Coquina," is editor and manager. The paper and the letterpress are both impressive, the size of type in use somewhat smaller than those we are accustomed to in magazines, and set a little more solid, still, however, maintaining a pleasing effect. The illustrations are fairly good, though in the case of the full-page ones, much of the effect is lost by the too narrow margins. There is a liberal quantum of advertising, mostly of a special character. *Recreation* inclines to hunting and fishing and all the various sports allied to them, but seems not to give much space to aquatics, nor field and track sports. Looking through its pages, one finds much of adventure and exploration. Though *Recreation* was started in January, 1894, it claims to have printed 35,000 of the April issue. The editor, too, promises to substantiate furthermore an actual paid circulation within the year of 50,000 copies monthly.

The *Amateur Athlete* is published by the Amateur Athlete News Company, and E. H. Sisson, Jr., is business manager. It is a weekly, subscription $1 a year, and 5 cents for single copies. It is a breezy, newsy sheet, 9x12 inches in size, and is the official publication of a great number of amateur athletic organizations. Of fiction there is none—of news considerable, but almost entirely of sports as practiced in schools and colleges and by clubs. It reproduces in half-tones the portraits of many representatives of sports, and of scenes bearing on its reports. Its general get-up is excellent, its advertising columns are limited, and though it devotes space to cycling, yachting and other sports, it deals mainly with track and field athletics. Its circulation is given at 4,000 by the American Newspaper Directory.

The *American Field*, a 11x16 weekly, yields large precedence to hunting and fishing. It was founded by N. Rowe, whose *nom de plume* was "Mohawk," and it is published by a company of its own name. The American Newspaper Directory credits it with a circulation of about 4,000. In looks it is excellent. Not only so in quality

of paper and letterpress, but also in illustrations, which are mainly woodcuts, though few. Judging by the appearance of its advertisements, which are plentiful, it is prosperous. It is a sporting newspaper, and devotes some space to many phases, including even travel and natural history.

The *Sportsman's Magazine* is still within its first year, promises greatly, preserves the character of being very general, but is marred by one characteristic rather below the dignity of a high-class publication. It is modeled to the degree of slavishness after its older brother, *Outing*. It adopts the same form; its illustrations are of the same character (this would not be remarked upon but for the rest); its letterpress is almost identical, even to the matter of head-lines, and so, too, is the paper which it uses. Its subscription price is $2 a year, and single copies are twenty cents. It seems to have a fine run of advertising, and contains within its reading columns much of interest to the general public, notably in the current issue a fine account of the recent Sportsman's Exhibition. Its circulation is, I believe, in the neighborhood of two thousand copies.

Outing is, however, the representative journal of this class. In my opinion, it is the world magazine of amateur sports—the one distinctive, comprehensive sporting publication. It is represented on all the continents, and it is recognized as authority everywhere. The expeditions which it has sent out have made it famous. It was this publication which sent Mr. Thomas Stevens around the world on a bicycle as long ago as 1884, the first expedition of that character. The trip extended through '84, '85 and '86, and subsequent magazine articles lasted till '88. Subsequently it sent Mr. and Mrs. Joseph Pennell on a similar tour through the European continent. There can be no doubt that these enterprises popularized bicycling everywhere, giving it an impetus hard to over-estimate. Contemporaneously, the periodical gave a great impetus to ranche life among cultivated young men by publishing continuously stories representative of it, through special arrangement with Theodore Roosevelt and Frederic Remington. This was Remington's first commission after graduation from Yale. In 1892 a special expedition was sent out to penetrate the Mackenzie Delta in Northern Canada, even crossing the arctic circle to the open sea. It was led by Miss Elizabeth Taylor, who was absolutely the first woman to go through that territory. Her route was parallel but further north than Caspar Whitney's when he was sent out much later by the Harpers. In 1892, previous to this, Trumbull White, a Chicago journalist, and his wife Katherine, took their wedding trip in the paper's interest through Darkest America, between Lake Superior and the Lake of the Woods, by canoe. In 1886 Lee Meriwether toured on foot through Europe, to demonstrate the practicability and cheapness of such a trip; this account was afterwards published in book form. Then came Perry Worden's spin over England on a wheel, showing that it could be comfortably done on 50 cents a day, and encouraging many to travel who were deterred by the seeming costliness of it. I have no doubt that all these expeditions fostered travel and brought the uttermost ends of earth closer.

Other diversions are to the full as well exploited as is wheeling. Each year *Outing* sends out representatives in the fields of hunting, fishing, shooting, yachting, canoeing and all the rest. None but those who are recognized authorities can represent it; names which suggest at once the fields they stand for, such as baseball, football, golf, lacrosse, tennis. As a consequence, it is scarcely surprising that the publication has come to be regarded as a semi-official authority. Illustrative of this, it is related that during the Dunraven controversy two years ago the picture by West, procured at an enormous outlay, was set aside by the committee of official inquiry, and *Outing's* three photographs were used in evidence by preference. Every report that was used and illustrated was obliged to give credit to *Outing*. Another instance was on the occasion of the fiftieth anniversary of the organization of the New York Yacht Club, shortly before the former incident. *Outing* published an article commemorative of the occasion, and for its preparation the Yacht Club gave the publication the sole privilege of the use of its archives, barring even the best daily publications in the country, whose subsequent accounts were embellished only by the courtesy of this periodical.

Outing has a large staff made up of

a representative in every sport. Each is a recognized authority, so that the records, which are a distinctive feature and which are semi-official, become a *vade mecum*—indispensable to every sportsman. When asked about his circulation, the editor of *Outing* said that he had given proof to Rowell that last year it was 83,000 each issue. In bulk and appearance *Outing* compares favorably with the best of the magazines, and the fiction it publishes is of a superior kind. The subscription price is $3 a year, 25 cents a number.

CRITICS OF ADVERTISING.

By Wolstan Dixey.

A man who undertakes to publicly criticise advertising needs to have all his nerve with him at the time. Moreover, he must be cock-sure of some things and blissfully ignorant of others.

Successful advertisers smile at criticism of the advertising which brings them dollars galore. The spectacle of a harmless theorist passing adverse judgment upon a cold, hard fact appeals to practical men as being, in the vernacular, "dead funny."

Yet the critic has his uses in the great economy of nature. The young man who is chock-full of enthusiasm and inexperience is a valuable factor in advertising. If he is intelligent and honest, advertising is better because of him and his irrepressible theorems.

Theory is a mighty good thing if you don't get it at the wrong end of the procession. Theory is a beautiful band-wagon on dress parade, but when you're fighting, send it to the rear.

Men who are hot in the practice of advertising haven't time to theorize much about it, but after they have won a few campaigns, and, may be, lost one or two, then a little theorizing and criticism—either their own or somebody else's—will do them good.

It helps to make it clearer why some things succeeded and other things failed. But the man who never failed doesn't need any theories. Let him keep on traveling.

There are times and places when almost any kind of advertising will bring business. There are occasions when hardly any kind will do it. One kind of an ad may be wrong nine times in ten, and the tenth time prove a winner. And vice versa.

You may not be certain what will happen to a particular ad, but you can tell what ought to happen to it, and it is fair criticism to call it good or bad on that basis.

Never mind if a critic is dead wrong one time in ten, if he's right the other nine times he's a great man. Nobody is exactly right all the time. To be pretty near right most of the time is close enough to make successful advertising.

A critic has a right to say: "This ad tells me nothing I want to know. I buy such goods; I am interested; I am one of the people; but why should I buy this? There's something wrong with the ad."

"But it sold goods," says the advertiser.

"It ought to have sold more," is a fair answer. But you can't prove it. Lots of things you can't prove are so.

Good or bad advertising is largely a relative term. Some business you can't keep people away from with a club, if they know where it is, and "Standing Room Only" is good enough advertising.

"Lookers-on see most of the game," it is said, and sometimes an outsider can give valuable points to one who is mixed up in the scrimmage. A man who knows a little may tell something new to one who knows much.

"I can easier tell twenty what were good to be done than be one of the twenty to follow my own advice," says Shakespeare. And he knew a thing or two about advertising. See how he keeps himself before the public.

The really great advertisers are wonderfully tolerant of criticism from any point of the compass. They recognize that, in spite of its strange paradoxes, advertising is based on fixed principles.

Like every other art its laws are learned only by practice; but no matter who discovers them or who expounds them, they are just as sure and unchangeable as gravitation. That is a law that a monkey can demonstrate with a cocoanut as completely as Sir Isaac Newton in all his glory.

Don't sit on the critic. Disprove his criticism if you can, but be impersonal about it. Discuss his principles or theories upon their merits or demerits, independent of the man who advances them. A wise man can learn from fools; a fool can't learn from anybody.

ONE EXCEPTION.

Flip—A man should never use big words.
Quip—Unless, of course, he has only little things to say.—*Life.*

COMMERCIAL MUSEUMS: A MODERN IDEA.

The idea of a commercial museum is one which is a typical development of our modern industrial conditions. It belongs essentially to our own time. It is only within comparatively recent years that any of the larger countries have imperatively felt the need of regular export trade for the purpose of keeping their home industries alive. This need was felt in European countries before it reached the United States. For some decades past these European countries have been forced to consider plans for some more definitely organized means of extending and firmly establishing their export trade.

In order that a country may sell its goods abroad it must have definite knowledge of the character and wants of the places to which the goods must go. Sales are not to be effected without payments, and these payments must very often be made in the raw products of the country buying the goods. Therefore some agency is necessary which shall bring to the industrial interests of the nation all the raw products of the world's markets. They will then be in a position to judge of what goods might be suited to their purpose and might be made standard articles of commerce. But more important yet is the study which shall inform them what kind of goods are now being sold in the markets they wish to reach and from what countries they are being supplied. In this connection the most careful study is necessary. The matter is one of practical business, and must be carried out in the greatest detail.

With these objects in view, several attempts were made some twenty-five or thirty years ago to found commercial museums in different European countries. Several exhibitions of raw products were established in France and others in Germany. In many cases it was soon found that the work was entirely beyond the ability of the different communities to carry out, and these exhibitions—many of them—have remained of purely local interest. There is, we understand, such an exhibition in Lyons, France, which is of interest chiefly to the silk and fine textile trades.

These small exhibitions, however, show plainly the need of large and powerful institutions which should be able to serve all the interests of their respective nations. Perhaps the first country to take this up with the proper pretensions was Belgium. It was somewhat appropriate that this should have been the case. Belgium is a country which is almost entirely dependent on its manufactures. Its agriculture is insignificant; the value of its manufactured product is far in excess of the possible consumption of its own people; it has therefore been, from the first, one of the most formidable combatants for the trade of foreign markets, and some fifteen years ago the royal government took steps to found a great commercial museum in the city of Brussels. This museum comprised extensive collections of the raw products of practically every country in which Belgian manufactures might find a sale. It also included an efficient organization for the purpose of collecting detailed commercial reports from all of these markets, and of making them available to the Belgian industries which would be affected by them. The importance of this museum soon outgrew its original plan, and in a few years the whole consular service of the Belgian kingdom was placed at its immediate command and under its guidance and control. The Belgian consuls now make their reports direct to the Commercial Museum, at Brussels, where they are immediately brought to the attention of those to whom they may be of value.

The plan of the Belgian museum soon attracted attention in England. This was about at the time when the scheme for an imperial federation was being actively agitated in English politics. It was immediately recognized that this scheme would be helped by cementing together the colonies with the mother country in closer commercial bonds. Therefore all the colonies were encouraged to make large collections of their raw products for exhibition in London, and make arrangements for full reports concerning the possibilities of selling British made goods. British commerce, however, extends into so many quarters of the globe that the plan of a purely colonial museum was early outgrown, and it was decided to embrace the whole world in its workings. The government came cordially to the aid of this enterprise, and has done everything in its power to bring about success. The

famous Imperial Institute of London is the result.

It has seemed evident in recent years to many Americans that the time has come for the foundation of such a commercial museum in the United States. The value of our manufactured product has for years been largely in excess of the combined products of Germany and Great Britain. At the same time our export trade in manufactured goods has been, compared with that of those two countries, comparatively insignificant. The consuming power of the United States is surprisingly great, but it cannot be counted upon for an indefinite length of time. It seems unquestionably true that this country stands in the same need to-day for foreign markets as the European nations of twenty years ago.

In the severe depression of the past few years certainly not all the fault is to be laid to unfavorable administration or legislation. It would be impossible for such causes to produce such widespread results. The possibilities of continued prosperity, in spite of adverse home conditions, have been very strikingly shown in two or three trades, notably the bicycle trade. The export trade in bicycles has grown in two years from nothing to over $2,000,000. These goods have largely been sold in the very European countries where they have met the sharpest competition from European made wheels, and it is perfectly safe to say that this increased market has done much to keep our bicycle factories running in spite of the great over-production of the home markets.

With this object in view many attempts have been made of recent years to bring the United States into closer relations with the countries south of us, but nothing definite has resulted. It was necessary that there should be in this country an organization whose work should be laid along these lines, for no nation can be expected, without constant encouragement, to carry on any such work.

Toward the end of the World's Fair in Chicago a number of Philadelphia gentlemen saw the possibility of keeping together the valuable exhibits of all the foreign countries at the Fair, and of subsequently making such additions to them as would form an exhibit surpassed by that of no commercial museum in the world. The possibility of carrying through this idea was immediately presented to the city government of Philadelphia, and proper steps were taken to secure from the representatives of the different countries the presentation of their respective exhibits. The city of Philadelphia offered to install these exhibits in suitable buildings, and to supplement the work by organizing such a museum as would be a credit to every country represented therein.

From this beginning the Philadelphia Commercial Museum has developed to its present position. All the successful museums in Europe were carefully studied in laying the plan of the Philadelphia Museum, and their good points are here to be found represented with their mistakes omitted and new suggestions carried out. Arrangements were soon made with a large number of foreign governments whereby they might be properly represented in the exhibits of the museum. In almost every case their co-operation has been most satisfactory.

The most important work of the museum has been to make it available to American industries. With this end in view, very extensive collections have been made in foreign countries, and many of their markets have been personally studied by representatives of the museums. Foreign delegates have been appointed where this seemed advisable.

The United States Government soon recognized the importance of the institution, and has given it much encouragement. Through the American consular service it is now receiving much practical information of such a nature as to lead to the extension of markets for American goods.

In order to bring the work to the attention of American business men, a national advisory board was organized. All the prominent trade and commercial organizations in the country were invited to appoint delegates to this board. The plan was to have it exercise a general supervision over the work of the museums, and to extend and make it known in the different localities represented by the organizations in its membership. It was soon seen that foreign chambers of commerce could also be of much value in the work of the museums, and large numbers of South American boards and chambers were invited to appoint delegates. In many cases they have responded cordially to the invitation, and have been

for some time in hearty co-operation with the museums.

An extremely valuable feature of the institution is its department of foreign manufactures. Here are displayed thousands of samples of goods manufactured in other countries for export trade. By an inspection of this department American manufacturers in almost every line of trade can be shown the actual goods with which they must enter into competition. In this way they are put in a position to judge concerning any market, whether it would be profitable for them to attempt to claim a share of its trade. It has been a matter of considerable surprise to discover in how many lines this can be profitably attempted. So much has been heard of the great cheapness of European goods that it has been generally supposed that it would be impossible for American goods to compete with them; yet, in large numbers of cases, it has been found that American goods are sold at lower rates than the European. This, of course, does not hold true throughout all industries, but is probably more generally true than American business men believe.

The museum has established a large and valuable library, in which it is receiving the official publications and statistical and consular reports from nearly every government that issues them. In the case of many countries valuable books of reference are also kept on file. The library is now receiving many hundreds of publications on trade, commerce and finance, representing almost every interest and almost every country in the world. This mass of information is made readily available by means of an improved system of indexing.

The work of the Philadelphia Commercial Museum is further supplemented by means of its bureau of information. It is the work of this bureau to study all foreign markets and to make frequent reports concerning the possibilities of introducing American goods. It is not enough to say that American goods can usually compete wherever they go; detailed studies must be made and definite results given before our manufacturers could be in a position to attempt to secure foreign trade.

The three departments of the museum thus work together for the accomplishment of the same end. The department of raw products brings together the resources of the world for the inspection and use of American manufacturers; the department of manufactured goods shows them the styles of goods which are now being sold, and with which their own goods must come in competition; the bureau of information makes detailed and reliable reports showing American manufacturers just where, how and through whom they may sell their goods.

With its energetic people and immensely valuable natural resources, our country should certainly take more definite steps to increase its foreign commerce. To aid in bringing this about is the especial purpose of the Philadelphia Commercial Museum.—*Home Magazine, Binghamton, N. Y.*

A LAUNDRY SUGGESTION.

A good way to keep your laundry always before the people is to place in the bundles sent out every day, week and month some kind of attractive card that will be kept. A well-known laundryman in Chicago had a cut made of his two little boys dressed in men's shirts, and then had 20,000 of them printed on cards, and placed one in each bundle of laundry work that went out from the laundry for weeks. He soon found that it paid him, and then he gave them a change, something else that was new, for a couple of months. This brought results also, and he will continue to keep the scheme up. There are hundreds of legitimate ways to advertise a laundry.—*The Starchroom.*

PERSEVERANCE.

Perseverance is the only certain road to success. The man who takes up a business, no matter what it is, and pursues it and nothing else, almost invariably comes out ahead, while the man who is constantly changing from one thing to another is equally certain to fail.—*Boot and Shoe Recorder.*

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"THE OUTLOOK."



Courtesy of the *Printer and Bookmaker.*

"WORLD." "SUN." "JOURNAL." "TRIBUNE." "TIMES." "PRESS."

NEWSPAPER ROW, NEW YORK.

AMERICAN TRADE-MARKS IN CANADA.

It has for a long time been a notorious fact that many trade-marks used in the United States to distinguish and protect valuable properties in cigar, cigarette, tobacco, etc., brands, have been pirated by wholesale in Canada, and imitation goods made and issued under the infringements by unscrupulous firms in that country. In a number of cases this has been done right on the first flush of success of the United States brand, advantage being taken of the advertising, etc., and one reason why no notice or legal action has been taken by American manufacturers in this matter has been that they thought there was little chance of satisfactory redress.

This, however, is an erroneous conclusion, and the following interesting story of the piracy of the Le Roy trade-mark for all-tobacco cigarettes will show that adequate protection can be obtained by those who desire it and go the right way to obtain it.

The trade-mark for the Le Roy all-tobacco cigarette was established in the United States in June, 1894, and in that year, to complete the copyright technicalities in this country and also in Canada, so that the trade-mark could be copyrighted and protected there, the manufacturers, Leopold Miller & Sons, of this city, exported goods under that trade-mark to Canada, and sold them in that country. They then applied for Canadian copyright October 2, 1896, and found, to their surprise, that one Mr. Abraham Isaacs, who, it appears, is the moving spirit of the Imperial Cigarette and Tobacco Company (the style of an American cigarette company also), had registered the brand and trade-mark in his own name for Canada, and had been putting out goods under that mark. Not only were the words Le Roy used, but a representative of the infringing Canadian company actually came to New York, and, visiting the National Folding Box Company, wanted them to send on a consignment of boxes exactly like the original Le Roy, of Leopold Miller & Sons. This Mr. Lynch, the manager of the company, flatly declined to do, and notified the American manufacturers of the request.

As soon as this was found to be the case, Leopold Miller & Sons determined to fight for their rights in the matter, and having fortunately exported goods, to comply with the copyright provisions of the United States and Canada, they secured the services of Mr. Chas. H. Riches, the eminent patent attorney of Toronto, Canada, and made application for the setting aside of the registration of the Le Roy as a trade-mark for all-tobacco cigarettes by Mr. Abraham Isaacs.

In the claim of the defendants it is stated that the original brand of Le Roy has been sold in the United States, Brazil, Denmark, China, Japan, Norway, Sweden and Canada, and that in every case it has been identified with the firm of Leopold Miller & Sons, of New York; also that they were the first to make sales in Canada of a brand of all-tobacco cigarettes under that trade-mark in September, 1895, and that on October 26, 1894, the trade-mark was registered in this country by them; whereas the defendants did not register the infringement until March 12, 1896, in Canada; also that the defendant had full knowledge and notice of the priority of the claims of Leopold Miller & Sons.

It was therefore interesting to find the defendants claiming in their statement of defense that the plaintiffs were not the prior users of the mark Le Roy, that they had no knowledge that the plaintiffs had ever made or sold goods under such a mark either in Canada or elsewhere, and disputed any large trade in cigarettes by the plaintiffs at all; also that the words Le Roy formed but a small part of the defendants' trade-mark, and that there was no likelihood of any confusion in the matter, as the name of the manufacturers was totally different, etc., and so on.

The American firm of manufacturers have just heard from their attorney, Mr. Chas. H. Riches, that legal proceedings had been duly opened, and that statements of complaint and defense were filed with the Exchequer Court, of Canada, in January, 1897; that then negotiations were opened by the defendants for the withdrawal of the action, and after three months' correspondence a settlement was effected by defendants paying court costs and signing a request to the Minister of Agriculture for the cancellation of their (infringing) trade-mark, and authorizing, as far as they were concerned, the registration of the trade-mark of the American firm. That this request had been complied with, and that a

certificate of Canadian registration for them was duly inclosed. This settlement, it should be noted, in no way does away with the claim for an accounting of sales and damages incurred by Leopold Miller & Sons, and suit can still be brought on that line if desired.

It will therefore be seen that protection for trade-marks owned by manufacturers in the United States can be obtained in Canada if the proper course is taken by exporting goods to that country for sale, and a prompt application made for registration.—*Tobacco, New York, May* 21, 1897.

DEALERS' ADVERTISING.

There are very few country merchants who do not believe in advertising of some kind, we are glad to say, and there are very few who do not have some convenient paper to advertise in. In all well regulated concerns where advertising is considered necessary a certain percentage of the profits is set aside for advertising purposes. We are constrained to say, after glancing over many of the country exchanges that come to our desk, that with all their liberality in this regard, some of the merchants do not, from the appearance of things, derive as much benefit from their advertising as their expenditure should warrant. A simple card serves its purpose, as no advertisement is without its value, but, inasmuch as the money is set aside for this purpose, is it not well to get the most out of it by ingeniously-arranged or strikingly-worded announcements? It is a fact, of course, that many dealers have very little time to attend to a matter of this kind; they are absorbed in buying and selling, and yet there is always the spare half hour that can be devoted to it. A good plan for busy dealers to put into operation, and one that has been tried with success, is to put every clerk in the house upon his mettle and award some prize to the one who gets up the best-arranged or most attractive advertisement. The moment they feel a spirit of good-natured rivalry they begin to devote their spare moments to the question, and oftentimes they think out a policy that is not only a surprise to themselves but to their employers. It also serves as a drill in one of the first essentials to a good merchant. This applies as well to circular announcements as to newspaper advertising. The purpose of an advertisement is to call attention primarily to the goods and their merits, and secondarily to the firm handling them. If it can induce people to call at the store to see what it is all about, it will have fulfilled its mission. A few hours and a few dollars judiciously invested in original advertising very often come back in the shape of big profits and increased patronage. Suppose you try it.—*St. Louis Grocer and General Merchant.*

HIS FUTURE ENDANGERED.

The proprietor of one of the large dry goods houses in St. Louis, who, by the way, is a pillar in his particular church, advertised in last Sunday's papers to sell White Cloud soap, a regular 15-cent soap, for 10 cents, and in addition would give with each cake a silver-plated teaspoon worth 50 cents. If it will not be easier for a camel to go through the eye of a needle than for this man to get to heaven on his present advertising basis, we would not give much for the promises and warnings of Scripture.—*St. Louis Dry Goods Reporter.*

A BIT OF ADVICE.

In buying a bicycle, be sure to get the best. Any of the advertisements will tell you which that is.—*Somerville Journal.*

CURIOSITIES of ADVERTISING.

From the Bristol (Conn.) Press.

WANTED!

TO SEE  which eats with a better appetite than our customers have for our Dried Meats, Hams, Fish, etc.

TO SEE  that gobbles with more satisfaction than our customers experience after using our Teas and Coffees.

TO SEE  that crows more lustily than our customers do over our choice brands of Flour.

TO SEE  that shows more contentment in a good pasture than do our customers while eating our choice Canned Fruits and Pickles.

TO SEE  that will run after a rabbit more eagerly than Bristol people run after our Sugars and Spices.

TO SEE  that can match the speed of the little folks when they start for our Confectionery.

TO SEE  in the town that would not be made a happier home if supplied with our prime Butter, Lard, Cheese and Crackers.

TO SEE  every married couple in town economizing their money by purchasing their Crockery of us, for we keep the best assortment in town, at the lowest prices.

MERRIMAN & BARNES.

THIS advertisement, published over twenty years ago, is one of the "curiosities of advertising." Perhaps some wide-awake advertiser can utilize some of the ideas it contains.

CENTRALIZATION OF THE AGE.

The tendency of the times, unfortunately, is toward the centralization of business, and as a result the big concerns freeze out the little ones. The department stores are ruining the small traders; they are invading the rural districts with their reduction circulars and emissaries. They buy goods in vast quantities, and manufacturers, in order to obtain their patronage, make favorable concessions to them that they do not and will not make to retailers who buy their goods in small quantities. As a result, regular retailers cannot successfully compete with the big concerns who run a vast business under one roof, employ cheap help, and manage it effectively by a perfect system that small traders cannot employ. Big manufacturers get the big orders for the same reason. Ability and capacity to turn out great quantities of goods in short order is an advantage to large buyers who want their orders quickly filled. It is all very pathetic, but the public supports the big concerns because price and quality are the first considerations with consumers. Where this movement will end nobody exactly knows.—*Grocers' Criterion, Chicago.*

STARTING A STORE.

By D. H. Moore.

To make a new store pay from the start may seem impossible, but it is not. If conditions admit of starting the store at all, they will admit of immediate profits if the business is properly engineered. It's like a horse race—everything depends on the start. Don't start in a quiet jog, with the idea of "gradual growth." Open up for all that's in it. Have popularity and prestige with you from the outset. Begin the hustle long before you are ready to open your doors. Get your store so talked about that folks will be fairly itching to get inside. Advertise way ahead of time like a circus, and in your ads be self-assertive and informal. (Deliver me from conservatism!) It isn't the conservative, offish kind of people that will keep your store going. Aim your ads at the enterprising, up-to-date, cordial fellows and their wives. Give them strong right-hand blows, and make your matter sufficiently interesting to hold their attention throughout the ad. Then, when you open your store, do it with a flourish. Have flowers, music and souvenirs—and, above all, see that your employees are fit to welcome and wait on ladies and gentlemen.

The advertising of a store about to start, just starting and fairly well started is a very particular task. Here are some suggestions in new store advertising:

JOHN SMITH'S NEW STORE OPENS IN 4 DAYS,
Cor. Blank and Blankety Streets.

PUT OFF PURCHASING

all you can for just four days more. Because then's when our new, big, bright kingdom of bargains throws open its doors. Worth waiting for—this store is. Worth visiting on our

GRAND OPENING DAY.

Flowers, music, souvenirs. A Fete Day in the shopping world. Buy?—not on that day. Of course you can if you like, but it's principally a day for looking around and getting acquainted. This ad is a special invitation to you. We'll expect you.

JOHN SMITH, Etc.

JOHN SMITH'S NEW STORE,
Cor. Blank and Blankety Streets.

NOW THAT WE'RE OPEN

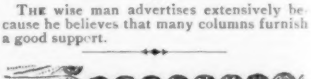
we want your trade. Yesterday we didn't care a rap whether you bought or not—it was getting-acquainted day, yesterday. To-day the mouths of our cash drawers are hungrily yawning towards your purse. The gentle persuasiveness of our genuine bargains will make you a pleased patron before you know it. Some of our special offerings are, etc., etc.

JOHN SMITH'S NEW STORE,
Cor. Blank and Blankety Streets.

OUR SALES LADIES' HAIR

all awry and in a tangle. That's the complaint now. Can't keep it in place. Too busy otherwise. Never since the town has been a town did one store monopolize so much trade. The new store has caught 'em, and the new store will keep 'em. Honest bargains do it. Now for to-morrow, etc., etc.

The wise man advertises extensively because he believes that many columns furnish a good support.



This appropriate border is used by J. & J Dobson, carpet dealers, of Philadelphia.

THE FIRST JOURNAL FOR ADVERTISERS—A REMINISCENCE.

By John K. Reynolds.

The statement on page 35 of the Little Schoolmaster for April 7 that PRINTERS' INK was the first of the journals devoted to advertising, reminds me of an experience.

In the spring of 1883 I was engaged with a firm in Chicago which issued the now obsolete "Pictorials," which were sold to country merchants in thousand lots, with the merchant's imprint and the name of his town inserted in the mortised heading, so that the quite elaborate illustrated paper would appear as if published by him.

Having had an early experience in helping to run a daily paper, I was a strict believer in the doctrine that newspaper advertising is the only really profitable advertising, and I always felt a little guilty when concocting and sending out the circulars that told the merchants what wonderful trade winners our stereotyped "Pictorials" were.

One day, when I was at work writing out new ads for our fall issues, I thought "if the merchants who buy these things only knew it, it would pay them better to take the sample copies we send, and clip the ads to use in their local papers sending to us for the cuts to illustrate them."

Immediately it occurred to me that here was one empty field in the publishing business and that I had better hurry up and occupy it.

My idea soon took definite shape, and amounted to this: I would issue a paper expressly to give suggestions and "pointers" to retail merchants in regard to their newspaper advertising. I would urge upon them the doctrine that the newspapers were their best means of obtaining publicity and customers; would furnish in each issue a number of ready-made advertisements, and cuts to illustrate them, and also give all the suggestions and new wrinkles in advertising of all kinds that I could invent or pick up in the big city.

Being a believer in pictures, I naturally advocated their use, especially as I hoped to sell a good many cuts. A clothing firm in New York and another in Chicago were just then beginning to use outline cuts extensively, and I bought some of them and originated others until I had quite a collection.

In the fall of 1883 I issued my first venture, to "try the ice," as it were. It was a 4-column 8-page sheet, with the heading, "Science in Advertising." It was little more than a catalogue of cuts, with a few headlines and sample ads and a page of advertising talk. It took very well, and I received lots of orders for cuts.

Early in 1884 I struck out boldly with a ten thousand edition of a 32-page 2-column pamphlet, a trifle larger than PRINTERS' INK is now, with a cover which announced itself as follows:

"'The American Advertiser,' a quarterly journal devoted to the interests of the retail merchants of America. Valuable hints and suggestions for wide-awake merchants."

Inside it was stated that "the publisher intends to make this journal a valuable aid to subscribers in one of the most important features of their business—that of making up advertisements for their local trade."

The editorials advocated the use of newspapers, and particularly the use of cuts, in all advertising, frequent changes, etc., and suggested that a half-column ad headed by a neat outline cut, and changed every week, would give better results than three columns of "poster type" left standing month after month.

Some paragraphs would apply as well now as then. For instance:

A newspaper advertisement must possess three qualifications to be successful. First, it must be sufficiently prominent to attract the attention of the casual reader; second, it must be so novel in design that all who glance at it will read it; third, its statements must be so concise and clear as to make an impression on the mind and memory of the reader.

One of the arguments for the use of miscellaneous cuts, and I believe in it still, is as follows:

A picture which has no connection, apparently, with your business, will attract attention ten times sooner than a picture of anything you have to sell. The reason is self-evident. If you glance at a paper and see a picture of a stove, you know without another thought that the advertiser has stoves to sell, and if you don't happen to want a stove just then you will not read a word of the advertisement. The merchant may have silks and velvets for a cent a yard, but the *stove* kills the advertisement for anybody who don't want stoves. On the other hand, you are glancing carelessly over the paper, and your eye happens to catch a portrait of a mule kicking a cartful of young ones over a fence. Involuntarily you pause and glance at the descriptive line to see what it means. There it is, in good, plain letters: "Terrible Tumble," and, before you know it, the advertiser has smuggled into your amused intellect the intelligence that he has again marked down his stock of hymn-books, gimlets and codfish to "below New York cost."

There were a number of sample display ads, some suggestions about window attractions, and a column of reading notices to fit any business.

Several pages were devoted to showing new cuts, each over an appropriate head-line as a starter for an advertisement.

The next number had more reading matter and fewer cuts, several pages of advertising from Chicago wholesale houses, and a page ad from the Detroit *Free Press*.

And so was started the first "journal for advertisers" that I have any knowledge of.

In 1886 I sold out to the Merchants' Publishing Co., and the paper has since had a number of different owners, but has always, I believe, been considered a good property. I seldom see it, but think it has been published continually as a monthly since 1886.

It may not be exactly proper to call the *American Advertiser* the grandfather of the PRINTERS' INK babies, but I think it deserves to be spoken of as an elder brother of PRINTERS' INK. At any rate, it is pleasant to know that my idea of fourteen years ago was a good one, even though I was not fated to carry it to the ideal height which has been attained by the Little Schoolmaster.

PRINTERS' INK publishes this article so as to put the matter on record. At the same time it wishes to state that the first journal for advertisers was the *Advertisers' Gazette*, published by Geo. P. Rowell & Co., the initial issue of which appeared November, 1866. It was a monthly, costing $1 a year.

GIVE PICTURES ROOM.

If an idea is well brought out, one can afford to give it room enough to show well. To make it too small is to destroy its character.—*Dry Goods Economist.*

"STAR" ADVERTISING FACES.

A portrait of Lillian Burkhardt is shown to advertise Sozodont. It is a very good portrait.

Jessie Busley and Minnie Dupree, as they appear in the "Two Little Vagrants," are used to advertise a Chicago soap, guaranteed not to shrink.

Lillian Russell, in a new bicycle suit, is bill-boarded as a rider of a Monarch bicycle. Miss Russell has stopped booming cigars, but has taken to fiber chamois and several other articles.

The Chicago and Alton road is advertising its sleepers with a picture of Edna Wallace Hopper.

Walter Perkins, in the garb of "My Friend from India," is now being used as a smoker of a certain cigar.

A quack medicine uses Lizzie McNichol as one of its indorsers. The picture is good.

Modene uses a portrait of Adelaide Moore, but does not explain the reason.

A picture of Katherine Florence, when she appeared as the Indian maiden in the "Girl I Left Behind Me," is now being freely used by an Indian medicine house in New Haven, Conn.

Gus Heege's picture as "A Genuine Yentleman" is found on a cigar label.

A St. Louis brewer is showing a splendid portrait of Della Fox as an indorser of his beer.

Clara Lipman's picture, used in the "Laughing Girl," is shown to advertise a certain tooth-wash. Miss Lipman's teeth are shown to perfection.

Maxine Elliott's portrait is used to boom a hair-dresser's business on Twenty-third street.—*Dramatic News.*

ALUMINIUM FOR LITHOGRAPHY.

There can be no doubt that in aluminium the lithographic stone has at last found a formidable rival. It was often predicted in the case of zinc that the stone was doomed, but it was found that even at its best this metal was treacherous, and thus lithographers refused to transfer their favor to the newcomer. The case is different now: Good litho stones, especially in large sizes, are becoming scarcer and dearer, and a substitute must be found. Zinc being in the main impossible, aluminium is put forward, and wherever it has been fairly tried the results are promising. The idea of using aluminium for lithographic work is by no means new. It is claimed that the earliest patents were taken out in the United States, in May, 1890, by Messrs. Mullaly & Bullock, and were extended to England, France, Austria and Canada in 1891. Since then various other patents have been taken out in these countries, and if the earlier patent can be maintained these can have no value. But we very much question the validity even of the American patent, as we are under the impression that the use of aluminium—so far as experiment goes—dates back much earlier. Be this as it may, we hear from many quarters, both in England and abroad, that aluminium is being tried experimentally in the largest lithographic establishments. Even in the English and Indian Government Survey Offices, at Southampton and Calcutta, where zinc printing has been brought to the highest state of perfection, the aluminium plate has been welcomed, and Col. Waterhouse, the chief of the last-mentioned office, speaks of the new metal as possessing the greatest promise.—*Process Work, London.*

A fowl sheet—*The Poultry Bulletin.*

METAPHORS GALORE.

An eminent critic once divided modern novels into four classes—viz., erotic, neurotic, joblotic and damrotic. A competition just announced by J. Walter Thompson, New York, for poems on Ceylon and India teas, suggests all these classifications, for among the conditions are the following, given here in their entirety:

The following figures or metaphors on the Union of Boiling Water with India and Ceylon Tea must be included in the poem:

1.—A Teaspoonful of Ceylon and India Tea is like a maiden's heart, pure and unsullied.

2.—The boiling water represents the man. The warmth of his love extracts and sets free the strength and sweetness of the maiden's heart, and thus assimilates all her goodness and purity. The water must be boiling (carry on the metaphor) or the true essence is not extracted.

3.—The teapot is the altar where the marriage ceremony is performed—in other words, five minutes' infusion or ceremony make the two into one life.

4.—The liquid tea is the married life, free from bitterness, wholesome, refreshing, and two in one, goes forth doing good to all; soothing, comforting and invigorating.

5.—Sugar and cream are like riches and luxury. To many, life is incomplete without them, though some think that they spoil its fragrance.

6.—All other teas being soiled by the touch of many unclean hands (here metaphor), can only make unhappy unions, resulting in nerve disturbance and repulsion.

HOTEL ADVERTISING.

A writer in the *Hotel Register*, New York, of May 12, says:

In response to the *Hotel Register's* article on the subject of summer hotel advertising last week, a number of prominent summer landlords have written and spoken to me on the subject. One thinks, as we say, that the question of circulation has nothing whatever to do with the value of the daily medium. It is the class of readers that pays the summer hotel-keeper. He says that for a very limited list the New York *Evening Post*, the Boston *Transcript* and the Brooklyn *Eagle* would be his first choice. Should the list be extended, he would add the New York *Sun*, the *Tribune* and the *Herald* of Sundays; also the Philadelphia *Press*, Philadelphia *Ledger*, Baltimore *Sun*, Washington *Star*, Chicago *Tribune*, Cincinnati *Enquirer*. Of course, the list may be indefinitely extended amongst very good papers. Among those recommended as the best for their localities may be included: Springfield *Republican*, Albany *Argus*, Troy *Times*, Buffalo *Express*, Rochester *Democrat and Chronicle*, Toronto *Globe*, Boston *Globe*, Hartford *Courant*, Providence *Journal*, Charleston *News and Courier*, Atlanta *Constitution*, New Orleans *Picayune*, Louisville *Courier-Journal*, Mobile *Register*, Pittsburg *Chronicle-Telegraph*, Richmond *Dispatch*, Washington *Post*, Chicago *Times-Herald*, Cincinnati *Commercial-Tribune*, Cleveland *Leader*, Columbus (O.) *State Journal*, Detroit *Free Press*, Galveston *Daily News* and Indianapolis *Journal*.

AN APT QUOTATION.

Following is an apt quotation used in the advertising of the Pratt Fastener Company: "The race of life has become intense; the runners are treading upon each other's heels. Woe be to him who stops to tie his shoestrings."—*Carlyle.*

IN ENGLAND.

Office of
FRANK MABIN,
Stationer and Printer,
10 Union Street.
PLYMOUTH, May 18, 1897.

Editor of PRINTERS' INK:

I note that you send a number of copies of your excellent journal to England. Its perusal is for me a pleasure, and often an inspiration. Some of its matter, so far as it is likely to draw trade, I have adopted in my own business. The style of our newspapers and the habits of our people forbid the use of much of the matter and displayed ads which you reproduce at times.

I send you by same mail a copy of the *Western Morning News*, published in Plymouth. It is far and away the best advertising medium in this district. There is nothing approaching any way near it in value west of Bristol. The population of the Plymouth district is 200,000. An ad put in the *Western Morning News* will produce more sales than any other five papers in the southwest of England.

You will notice that they do not use any letter but the ordinary Roman. The only thing allowed is a two-line initial. Offer whatever price you like, and they will not alter their rule.

There are many other papers in England which adopt the same rule. These papers invariably circulate among the better class of persons for advertisers—that is to say, people who have money to spend.

Experience has shown me that, unless you use a very big space, a very small space will bring better results. It will therefore be interesting to English readers if you would take one of the half-inch or inch ads and illustrate or explain how you think it could be made to stick out under the conditions imposed. Yours faithfully, F. MABIN.

THE REMEDY FOR SUBSTITUTION.

CHICAGO, May 20, 1897.

Editor of PRINTERS' INK:

The articles on "Substitution" that are appearing in PRINTERS' INK are timely. The increasing prevalence of substitution alarms and angers the advertiser, who, by large expenditures, keeps his goods in favor with the public.

The remedy for the "just as good" evil must be administered through the buyer. The roots of this unhealthy growth can be killed quickest through the people who buy than in any other way, and for this reason: It is to the buyer's interest, and it is his intention to get the best returns and greatest benefit for his money. When he learns that the "just as good" article is not so good usually as the standard one, he will insist upon getting the widely-advertised brand.

The advertiser should incorporate in every ad a warning against substitution, and the caution does not need to be limited to a bald "Avoid imitations," but a meaningful argument or talk against substitution could well be used. A few cogent, compact reasons, explaining why the substituted articles are apt not to be so good as yours, should be a part of each ad.

The propaganda would bear good fruit as surely as good advertising does.

C. E. SEVERN.

"DOES your poetry pay?" "Well, it just keeps the wolf from the door." "I suppose you read it to him."—*Tit-Bits.*

IN PHILADELPHIA.

PHILADELPHIA, May 20, 1897.

Editor of PRINTERS' INK:

The windows of vacant stores are being utilized to some extent in displaying bicycles and their accessories. Morgan & Wright make all sorts of repairs to their tires in two, while in another men are constantly pulling up a pant leg and attaching a golf pant band, illustrating how long pants may be quickly converted to knickerbockers for bicycle riding. A patented rope fire-escape is demonstrated by a wagon built for the purpose on which appear paintings of all manner of escapes by the device from burning buildings. Uniformed men distribute circulars to the crowd attracted. Philadelphia is infested, at present, by all manner of "complexion mesdames," who deliver free lectures on beauty to women at the theaters, and announce that their preparations may be had at some department store, while the newspapers evince an increasing impetus therefrom. "Got the Blues Sale" is the way a bargain shoe house puts it. The same inscription appears from a blue banner, lettered in white, covering the front of the store, as well as on all the price tickets. A bicycle sundry man travels around on a wheel, the handle bar of which is covered by all sorts of bells; and tool-bags, saddles, etc., are attached to every available portion of the machine. "Why did Fitz win?" was the question propounded by the Rose Manufacturing Company in its advertising of the "Never-Out" cycle lamp recently, and a prize of a gold-painted lamp was awarded to the individual who submitted the best answer, which was: "Because his lamps were never out." The same firm equipped a thousand wheels with this light free for a recent lantern parade. F. A. PARTENHEIMER.

A NEW HAVEN SPECIMEN.

NEW HAVEN, Conn., May 13, 1897.

Editor of PRINTERS' INK:

You are interested in funny ads. I inclose one which is intended to be serious. Their


THE
WHITE HOUSE

Work is Sweet,
Care Kills.

A RICH MAN, A LOVER OF ART, OFTEN DISCOVERS AN ARTIST WORKING IN AN ATTIC. FROM THERE ON HIS EXISTENCE IS SUCCESS.

THE ARTIST STILL LOVES, AND MUST WORK, AND HIS CREATIONS ARE STUDIED.

HERE IS A MILLINERY RISEN DISCOVERED BY MANY LADIES.

THE SUN WANTS TO SHINE ON YOU WITH A SIP OF REFINED HILLCREST. FRENCHY PLEASING MIXTURE, HAT AND JUMP WILL CHEER YOU OUT DOORS, AND ON YOUR RETURN YOUR SMOKING HILLCREST WILL PROVE A PLEASANT JOINT.

ORDERED HATS RECEIVE SPECIAL ATTENTION. HATS FOR GENERAL WEAR, FOR STREET WEAR, FOR CARRIAGE AND BICYCLE RIDING.

BICYCLISTS TAKING CARE OF WHEELS FOR WARDROBE THROUGH THE WHITE HOUSE.

The White House,

825 to 831 Grand Ave.

OPEN MONDAY AND SATURDAY EVENINGS. OTHER EVENINGS TO 7 O'CLOCK.

ads are always read because so ridiculous. Respectfully, A. D. PERKINS.

FIGHTING SUBSTITUTORS BY POSTER.

WASHINGTON, D. C., May 23, 1897.

Editor of PRINTERS' INK:

Two of the most popular saloons in Washington are referred to in a three-sheet poster which is being prominently displayed throughout the city. The poster presents the inclosed announcement in red and blue ink. Yours, with respects,

PAUL ACKERLY.

> A fraud exposed. It will interest you to read this; you probably know the people.
>
> Charles L. Beatty, 1213 Pennsylvania Avenue, and R. T. Warwick, 415 Thirteenth street, N. W., have continued to sell fraudulent goods weeks after being warned that they were fraudulent.
>
> The goods referred to are a whisky, which is labeled "Canadian rye whisky, distilled and bottled by W. G. Smith & Bros., Toronto, Ontario, Canada." There is no such firm in Canada, which fact was clearly stated to Beatty and Warwick many weeks ago.
>
> We will prove these statements to the court whenever called upon to do so, and we invite Beatty and Warwick to put us to the test. The popularity of our celebrated brand "Canadian Club" whisky has given rise to numerous vile imitations, besides the one herein exposed. Beware of them.
>
> HIRAM WALKER & SONS, LTD.,
> WALKERVILLE, CAN.
>
> May 1, 1897.

CALLS IT MONEY WASTED.

WILMINGTON, N. C., May 27, 1897.

Editor of PRINTERS' INK:

There are a good many ways in which money for advertising may be thrown away. But it is doubtful if a way can be found where it is more completely lost than in the not very rare one of sending requests for irrelevant information to officers of associations. I am to-day in receipt of a cheap circular, inclosed in a cheaper envelope bearing a single stamp, and accompanied by a still cheaper self-addressed envelope, all conveying a request that I send a prominent periodical the names and addresses of the members of this association, and "thanking me in advance for the courtesy." It must have cost $20 to send this to similar associations, and I do not believe that a single answer will be forthcoming. Certainly no officer who does his duty will reply. For he must spend several hours in making a copy of his list for these people, and spend two cents of his association's funds for a stamp. There is evidently work enough ahead for the Little Schoolmaster. Yours truly,

THOS. C. DIGGS,
Secretary Y. M. C. A.

IN THE PORK CITY.

CHICAGO, May 19, 1897.

Editor of PRINTERS' INK:

"All roads lead to Revell's," says a sign. A novelty store announces: "Ice cream free every Saturday." A cigar store displays a bulletin: "The latest war news! Our Gen. Campos cigar wins a victory!" "We have 'smiles' for all" is the claim of one saloon. "These checks have been indorsed" is in a window that is full of shirts with checkerboard bosoms. A hatter uses: "Our crowning efforts at $1.49." A brass band composed of women attracts attention to a clothing store.

C. E. S.

KATZ KAN KOLLECT.

NEW YORK, May 25, 1897.

Editor of PRINTERS' INK:

An article having been published by some of the trade papers to the effect that the E. Katz Advertising Agency was no longer agent for the Anaconda (Mont.) *Standard*, and that this agency was not authorized to make collections for advertising, we call your attention to a circular notice, issued under date of May 19, from the office of the paper, which reads as follows:

"Supplementary to our circular letter of the 7th inst., will state the E. Katz Advertising Agency is authorized to make collections for advertising orders placed with that agency for the Anaconda *Standard* previous to May 7. All new business and payments therefor to be sent direct.

(Signed) "THE ANACONDA STANDARD."

By this you will see that this agency is authorized to make collections for all advertising obtained therefor, and we ask that you kindly do us the justice to publish this notice in your next issue. Yours truly,

THE E. KATZ ADVERTISING AGENCY.

WANTS TO KNOW.

CINCINNATI, Ohio, May 11, 1897.

Editor of PRINTERS' INK:

The picture I inclose appears regularly on the cover of the *Ohio Medical Journal*, published here. Does it express the sort of service which doctors are prepared to give to patients?

SUBSCRIBER.



A MAN WHO WALKED THE FLOOR WITH IT MIGHT.

CHICAGO, May 24, 1897.

Editor of PRINTERS' INK:

The force of an advertisement depends largely upon the possession of some distinctive quality—and smiling babies, from an advertising standpoint, are rather threadbare. Furthermore, we believe only a bachelor would deny cuteness to a cross baby.

LYON & HEALY.

AND WHY NOT?

GAYLESVILLE, Ala., May 24, 1897.

Editor of PRINTERS' INK:

My little ad in PRINTERS' INK has brought better returns than it has in any other ten publications.

My address hereafter will be Albertville, Ala., instead of Gaylesville, Ala. Yours truly,

JOHN L. RAY, Ed. *News*.

HIS FEET HELPED HIM.

Stephen Crane describes the battle of Velestino as an "avalanche of thunder." Perhaps the reporter's name had something to do with his rescue from such an awful calamity.—*Newspaperdom*.

NOTES.

THE Minneapolis (Minn.) *Journal* issues its Book of Types in a cloth cover and handy pocket shape.

AT James Slip Ferry the sign reads: "Passengers are requested not to leave the boat until fastened to the dock."

THE Norwich Pharmacal Co., of Norwich, N. Y., publish as an advertisement an illustrated life of Sir Astley Cooper.

ON a thrifty Park Row saloon may be seen this forcible, but slightly ambiguous sign: "Wanted—500 Men to Unload Schooners."

IN Fulton street, Brooklyn, a haberdasher announces himself as a "Shirt Constructor." He evidently knows the architecture of his business.

JOHN C. DEWEY will terminate his connection with the Bates-Whitman Company on June 1. His plans for the future are not yet definitely settled.

THE Carnegie Library of Pittsburg has purchased a type-setting machine and intends printing its catalogue and supplements in the future.—*Newspaper Maker.*

"BE a gentleman for 3 cents." So says a sandwich man's board as he traverses Hanover Square and its vicinity. His circular tells you where you can get your clothes pressed.

COHEN & Co., tailors, on Nassau and Ann streets, have a showy turnout, drawn by a pair of ponies, with the usual bells. A unique feature of the vehicle is that the seat and its environment represent a mammoth overcoat.

THAT was a horrible man, that Fargo reporter, that the New Rockford *Transcript* tells about, who, when speaking of a prominent milliner's stock, said "he was pleased to see her stocking up."—*Aneta (N. D.) Panorama.*

A RECENT issue of the London *Times* contained the following unique advertisement: "Young lady required as governess for one little girl aged ten. As she has unhappily lost a leg, it is considered possible that more sympathy will be shown by a lady in a similar position. Preference, therefore, given to such."

IT is announced that Joseph R. Dunlop has no further connection with the Chicago *Dispatch*, which paper has been entirely changed under the new management, whose aim it is to make a thoroughly clean, reliable and up-to-date newspaper, printing all the news that is wholesome and that can be read in every home in the land.

THE city council of Providence, R. I., has passed an ordinance prohibiting moving advertising in the streets of that city. This will have the effect of ridding the city of the loud-sounding and loud-colored advertising that does not, and never did, sell goods. Hand-bills and shrieking peddlers should be relegated to oblivion, along with all sorts of annoying methods of attracting attention. The newspaper is the only profitable advertising medium—the only agency through which to make things known without offending those to whom advertising is meant to appeal.—*Newspaperdom.*

ROYAL DISTINCTIVENESS.

Speaking of the value of familiarizing the public with a characteristic style of advertising, a fine example may be found in the ads of Royal Baking Powder. They have adhered to the one idea from the start, and there is no mistaking them for those of another concern.—*Advertising Experience.*

PROFIT IN COMBINATION.

There are seven wide-awake editors in Howard County, Mo. They conduct the seven Democratic papers of the county. There is a youthful independent Republican paper, but it is not old enough to figure in the case. The seven editors organized an association to uphold the legal rates for official notices, appointed one of their number the official paper and allowed him to get the official printing. Once a month the association holds a meeting, reviews matters and divides pro rata the proceeds of the county printing for the month, after allowing a certain sum to the official paper.—*Newspaperdom.*

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

YOUNG man has $500, with services, for paying business interest. "H.," Printers' Ink.

WANTED—Printer with $4,000 cash. Address for particulars, "MEXICO," Printers' Ink.

WANT to buy paying weekly. Give particulars of town and paper. "B.," Printers' Ink.

WANTED—Printers to try our half-tones. 1 col., $1; 2 cols., $2. BUCHER ENGRAVING CO., Columbus, Ohio.

WANTED—More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

ADVERTISER'S ADVISER avoids risk and booms business. Particulars free. PROF. ANDERSON, P. I. 67, Masonic Temple, Chicago.

WANTED—Country papers to run our small electro and receive the West's most interesting monthly in return. SPORTS AFIELD, Pontiac Building, Chicago.

WANTED—Advertisers to know that the News, Sunday and Weekly, has been in existence for 15 years. Sunday, 2 cents a copy; weekly, 50 cents a year. Reaches best homes. Rates 20c. inch. Write C. M. SHAFFER & CO., Youngstown, O.

BICYCLE Editions—Sure to make money. Last year we issued a series of cuts to illustrate completely a bicycle edition. They proved tremendously popular. Scores of publishers found an edition of this kind readily yielded $50 to $300 profit. Our 1897 line is now ready. A larger number and more attractive features than heretofore. Wake up! Get something out of this bicycle furor. Prices, proofs, full information how to do it—free. Address HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

MAIL ORDERS.

HOW to make money in the mail order business. Address T. J. CAREY & CO., Publishers, 23 City Hall Place, New York.

ADVERTISING AGENCIES.

IF you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

SPECIAL AGENTS.

THE papers represented by H. D. LA COSTE, 38 Park Row, New York, Special Newspaper Representative, have the consideration of reliable advertisers.

STEREOTYPING MACHINERY.

POTTER JOB STEREOTYPING OUTFIT saves big money, pays for itself in 90 days. Every big printing office should have one. Booklet free. B. F. CURTIS, 150 Worth St., New York.

BILLPOSTING AND DISTRIBUTING.

WE mail and distribute circulars Prompt, judicious service. C. CHRISTEN, Vining, Minn.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

POSTERS.

LES MAITRES DE L'AFFICHE, issued monthly in Paris, contains superb reproductions of famous posters. Subscription $6 a year. Sample copies 25 cents. TROW-WHEATLEY CO., American Agents, Home Life Bldg., N. Y.

DESIGNING FOR ADVERTISERS.

FIVE years of successful ad designing have made Brill the foremost business artist in the country. There is business in the designing and business in the writing, when you have Brill and Lewis do your booklet work.

Write THE ADVERTISERS' AGENCY, Philadelphia, Buffalo, Detroit. "Our Owl," free.

PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 23d St., N. Y. City. Send for our booklet.

TROW-WHEATLEY CATALOGUE COMBINATION, Home Life Building, New York. (Factory, 201-213 East 12th St.)

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

ELECTROTYPES.

A GOOD cut inside of two inches square of any subject for 50 cents. Try them. Cash with order. HEADLIGHT ENG. CO., 81 Fifth Ave., Chicago.

SETTING advertisements to make them stand out and furnishing one or more electrotypes of same is a line in which I am unapproached by any other printer. The magazines each month contain numerous samples of my work. Let me set your next adv., whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

MISCELLANEOUS.

MONEY paid for notes of John Wedderburn & Co., Washington, D. C. JOHN L. RAY, Albertville, Ala.

ANY bright person, lad or lassie, can make a nice thing out of canvassing their home town for Claude King's famous monthly SPORTS AFIELD. Write 1401 Pontiac Building, Chicago, for sample copies.

ANY boy can make good money retailing Dixiana Root Beer. Large profits made, no capital required. This is no "fake" or you would not see it in PRINTERS' INK. DIXIANA MEDICINE CO., Sheffield, Ala.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

MONEY talks and pictures tell the story. We make cuts for 50 cents, cash with order. HEADLIGHT ENG. CO., 81 Fifth Ave., Chicago.

YOU can get best results by illustrating your ads. Try our 50-cent cuts. Any subject. Cash with order. HEADLIGHT ENG. CO., 81 Fifth Ave., Chicago.

UNTIL the 15th of June, to introduce our perfect half-tone engravings we will make the price 10c. per square in., minimum cut $1. Send for samples. Mr. C. E. Wentzel, our half-tone worker, has a national reputation for doing fine work, he having been foreman in two of the largest engraving establishments in Chicago. A photo is all that is necessary for copy. ARC ENGRAVING CO., Youngstown, O.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. 271 Broadway, New York.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

ADVERTISERS' GUIDE, New Market, N. J. 6c. line. Circ'n 3,000. Close 24th. Sample free.

GRAND RAPIDS DEMOCRAT, leading paper in Mich. outside Detroit. LA COSTE, New York.

ANY person advertising in PRINTERS' INK to the amount of $10 is entitled to receive the paper for one year.

LARGEST circulation of any daily newspaper in Williamsport, the GAZETTE and BULLETIN; 6,000 D., 4,000 W. LA COSTE, New York.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods. LA COSTE, New York.

THE PIQUA CALL "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. LA COSTE, New York.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton MORNING TIMES and EVENING NEWS, 14,000 daily. LA COSTE, N. Y.

THE TIMES-UNION, of Albany, N. Y., stands in the front rank among the very best newspapers in the country. It has a wide circle of readers among the enterprising and thrifty classes of people. It is unequaled as an advertising medium. JOHN H. FARRELL, editor and proprietor.

MANUFACTURERS, publishers, hotel-keepers and allied interests wishing to keep themselves remembered by the well-to-do classes in all sections of the West, South and Northwest are invited to make use of Claude King's famous monthly, SPORTS AFIELD; unquestionably the most popular magazine the family takes. Intensely interesting. SPORTS AFIELD, Pontiac Building, Chicago, or 195 Times Building, New York.

FOR SALE.

SECOND-HAND Taylor Pony cylinder, 18x24, cheap. C. CAREY, Yarmouth, N. S., Can.

FOR SALE—Potter cylinder press, two job presses, paper cutter and paper folder. NEWELL & TURNER, Coldwater, Mich.

FOR SALE—Splendid assortment of wood type; also quantity metal display and body type. NEWELL & TURNER, Coldwater, Mich.

FOR SALE—A half or entire interest in the only afternoon paper published in a city of 70,000 population. Address "A. S.," care of Printers' Ink.

WE'VE a couple of hundred good line cuts suitable for advertising most any business. Who wants the lot at ten cents each? NEPTUNE LAUNDRY, 15th and Columbia Ave., Phila., Pa.

FISHKILL DAILY HERALD, at Fishkill-on-Hudson, N. Y., is offered for sale to quick buyer at $2,500 on easy terms. First come, first served. Don't write; look it over. THOS. PENDELL, pub.

FOR SALE—50,000 inquiry and 5,000 letters, containing $2.50 or more; 5 500 rheumatism letters; 100,000 classified medical names; 100,000 newspaper clippings, medical subjects. "LETTERS," Box 1,304, New York.

FOR SALE. Controlling interest in morning daily and weekly paper and job plant (incorporated) in Mississippi Valley city of 12,500 inhabitants; $10,000 cash or equivalent required. Good business and fine opening. "B. C." care Printers' Ink.

FOR SALE—Official city and county paper in Eastern Kansas. Good job business. Cost $3,600; $1,200 takes it. Owner having other business. One-half cash, balance easy. Also smaller paper and printing business, $600. Address D. SHELTON, Topeka, Kan.

AS an inducement for cash we will sell one of the best paying $3,000 job printing plants in Dallas, Texas. Material nearly new; good run of custom guaranteed. Dallas is the best city in the best State in the Union. None but *spot cash* propositions considered. Address "R, K.," Printers' Ink.

SUPPLIES.

VAN BIBBER'S
Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water Street, New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'v'd, 10 Spruce St., New York. Special prices to cash buyers.

ADVERTISING FOR PRINTERS.

JOB printers throughout the country are waking up to the fact that if they want advertisers to use printers' ink they must use a little themselves. Every printer should advertise. Get the right sort of an ad—we know what the user of printers' ink wants to know about your business. Before you print that booklet, blotter, folder, circular or card,

Ask Lewis about it.

He is the chief adviser of two of the largest art printers in Philadelphia. He was manager of a printing office at one time. He knows the business. We have just completed six booklets about printing for six different printers in six different parts of the United States. They were made under Mr. Lewis' supervision. He is Manager THE ADVERTISERS' AGENCY, Philadelphia, Buffalo.

ADVERTISEMENT CONSTRUCTORS.

"ASK LEWIS ABOUT IT."

CLARENCE F. CHATFIELD, 179 Front St., Owego, Tioga Co., N. Y.

WOLSTAN DIXEY, writer of advertising, 150 Nassau St., New York.

EFFECTIVE advertising. E. A. WHEATLEY, 257 Broadway, New York.

E. A. WHEATLEY, Specialist in Advertising, 257 Broadway, New York.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 634 Temple Court, New York. Write.

E. ST. ELMO LEWIS, Mgr. THE ADVERTISERS' AGENCY, Penn Mutual Bldg., Phila.

ADS written "to the point." T. S. HOLBROOK Dept., Kiernan Agency, 181 Broadway, N. Y.

WRITER of good advertising matter, CHAS. A. WOOLFOLK, 446 Main St., Louisville, Ky.

ADS, Booklets written; illustrations furnished. Correspondence invited. R. L. CURRAN. Room 1517, 150 Nassau St., New York.

"ASK LEWIS ABOUT IT" when your ads need a doctor. THE ADVERTISERS' AGENCY, 923-925 927 Chestnut St., Philadelphia.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

PICTURES, with an ad in them—they are Brill's. THE ADVERTISERS' AGENCY, Philadelphia, Buffalo, Detroit. Send for prices and samples.

ONE of the best buyers of space "among reading matter" is open for engagement. Address "MANAGER," care Moses & Helm, 111 Nassau St., New York.

"BUSINESS" is the title of a very small booklet which I will send to any business man. WOLSTAN DIXEY, writer of advertising, 150 Nassau St., New York.

AN adwriter who stands abreast of the best is open for a position with either mercantile house or advertising agency. Address "WELL KNOWN," 553 Hancock St., Brooklyn, N. Y.

ALL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

WE have just finished the handsomest booklet for advertising paints ever issued. We made it complete—writing designing, printing. One of the largest and the oldest paint firms in the country was our client. Brill did the designing; Lewis did the writing. A copy of it free while the 500 we have last. Booklets, $10 to $50. Designs, $10 to $25. THE ADVERTISERS' AGENCY, Philadelphia, Buffalo, Detroit.

THOSE double-page Kissam advertisements that have been running. A great many unsolicited encomiums have reached me about them from people who knew that I wrote them.

Some say they "have stirred up street car ad vertising."

Others that they "were the work of an artist."

Others that

I am too modest to tell more.

The point is that I have the knack of stirring up business and attracting attention to the advertising that is done by my clients.

Would you like me to help you?

E. A. WHEATLEY, Specialist in Advertising, 257 Broadway, New York.

NATH'L C. FOWLER, the famous publicity writer, was submitted a large amount of various advertisements and booklets of mine. He made the following remarks about them: "Your ads are certainly effective. I can honestly say that they are far superior to fully ninety per cent of those presented by adwriters. . . . Your flow of language is remarkably good, pleasant and effective. Your headings are to the point and mean something. Your booklets are as readable as a story, and of strong business effectiveness; they are of most commendable simplicity in art." I write ads for retailers and general advertisers, booklets and circulars. To new customers, two sample ads for $1. Money back if not suited. Send full data. C. J. ZINGG, Farmington, Maine.

X XXXXXXXXXXXXXXXXXXXXXXXXX
X—BUSINESS.—X
X—If your business ought to pay you better,—X
X—there's a way to make it. There is no—X
X—business problem that cannot be solved by—X
X—courage and common sense.—X
X—It is easier to get business than it is to—X
X—do it right after you get it.—X
X—Increased business comes of doing it—X
X—right and letting people know that you—X
X—do. If a business is thoroughly right in—X
X—other respects, the advertising of it is a—X
X—plain matter of driving that fact into the—X
X—minds of those who ought to know it.—*Ex*—X
X—*tract from my booklet, which I will send*—X
X—*free to business men. WOLSTAN DIXEY*,—X
X—*Writer of Advertising, 150 Nassau St.*,—X
X—*New York.*—X
XXXXXXXXXXXXXXXXXXXXXXXXX

MY booklet
called
"How";
another
called
"Plain Talk on a Vital Question";
another
called
"Making It Pay";
and
my (copyrighted)
"Confidential Symptom Blank"
ought to give any business man a fair idea of what I can do for him, and about what I should expect to get for doing it.
No charge for them.
CHARLES AUSTIN BATES,
Vanderbilt Building,
New York.

WORKING FAST AND SLOW.

If occasion requires it, we can write and illustrate advertising as fast as anybody, but our very best work is not usually done in a hurry.

If you want advertisements, or circulars, or booklets, or catalogues done just exactly right, give us time enough to think and deliberate and weigh the facts and arguments to be presented.

If you are going to do some advertising next fall or winter, now is the time to write us about it.

It is possible we can do the work in a week or two, but the chances are we ought to have more time.

Many men for whom we work are in a hurry. They wait till the last minute, and tell us to rush the job through.

That way is wrong.

It does not do justice to either our clients or to us.

If you want our very best work, give us time enough.

If you are in a big rush, we'll do the best we can.

Write and tell us what you want, and by return mail we will tell you when we can do it and how much it will cost.

MOSES & HELM, 111 Nassau St., New York.





ADVERTISING RATES:

$1.00 per agate line per month.

DISCOUNTS:

10% on 1000 lines or 6 months.
15% on 2000 lines or 1 year.
20% on 3000 lines.
25% on 5000 lines.

Preferred or Cover positions 25% extra.

Columns 10 in. long, 2¼ in. wide.

READING NOTICES:

$1.50 per count line, brevier, each time.

The forms close promptly on the 10th of month preceding date of issue. **Get orders in early.**





ALL ADVERTISERS
NOT IN IT,
SHOULD BE
IF THEY DESIRE
GOOD PATRONAGE.

☞ Address all orders for advertising:

Vick Publishing Co., Advertising Dept.,

H. P. HUBBARD, Manager. **38 TIMES BLDG., NEW YORK.**

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

☞ Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

☞ For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

☞ Being printed from plates, it is always possible to issue a new edition of five hundred copies for $30, or a larger number at same rate.

☞ Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

☞ If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.

NEW YORK, JUNE 2, 1897.

AN anti-substitution law—the second commandment.

SUCCESSFUL advertisers are never timid. A timid advertiser has no business in the field.

THE connection between printers' ink and success in business is one of cause and effect.

BUSINESS men should have two signs—one on the building they occupy and one in the local newspapers.

ADVERTISING is often the pass key which opens the lock of business and admits to the field of success.

A STUDY of other people's advertising will give the beginner more suggestions than a volume of rules.

TO BE successful, advertising must be looked after just as systematically as any other branch of business.

ADVERTISING is a matter of principles, not of details. Like all arts, the details are left to individual taste and judgment.

PRINTERS' INK recently asked in these columns: "Which is the best of the 10-cent magazines?" Seven-tenths of the replies so far received give *McClure's Magazine* as their preference.

MORE than one man has been called crazy for advertising largely, but no one seems to remember his aberration after he makes a comfortable fortune. —*Paper and Printing Journal.*

SET forth your advertisement as you do your stock of goods—to attract attention by novelty and good taste.

THE only rule that applies to all advertising cases and contingencies is: Use your common sense and judgment.

THE question for an advertiser nowadays is—not how old is a newspaper, but what is its circulation and who buys it.

THE number of newspapers catalogued in the June, 1897, American Newspaper Directory is 127 greater than in the issue for 1896. There are 54 less dailies and 226 more weeklies.

MESSRS. E. FOUGERA & CO., the American agents of Quina Laroche, the French tonic, say that they are inclined to believe that of all the mediums they have ever used the religious press yielded the best returns.

THE face of a prominent public man will often lend attractiveness to illustrations used in announcements of clothing, hats and shoes. An ingenious retailer could easily utilize the local celebrities in this way, the resulting talk and comment making an excellent advertisement.

EVERY form of publicity has a value to some one. This value for you is not always what the owner asks for it, however, and it is the advertiser's business to find out if it is worth anything to him before he buys it.—*Advertising Experience, Chicago.*

ADVERTISING must be done as sensibly and carefully as any other part of a business. Nothing is more disappointing than careless, neglected, half-done advertising. It is extremely unreasonable to give less attention to the advertising than to any other department of a business, and yet expect the biggest results of all from it.—*Dixey.*

PRINTERS' INK has done more for progressive advertising in this country than all other forces combined. It is the best paying investment obtainable for the time spent in perusing it, no matter what that time may happen to be worth. At this office it has been read for years from cover to cover, and the knowledge gained from it has been of incalculable benefit to us.—*Denver Fidibus.*

THE desire to take advantage of a name which has been made valuable by advertising is widespread, and the ways adopted are often uniquely ingenious. Thus a clothing firm on Broadway in New York City calls itself Brown and King and Company, evidently intending to lead people to believe, by its similarity of name, that it is Browning, King & Co., the well-known advertising clothiers.

AT the annual meeting of the T. A. Slocum Company, of New York, on April 19, it was decided to expend fifty thousand dollars in advertising the Slocum specialties during the summer of 1897, that amount to be added to the original annual appropriation. PRINTERS' INK's informant said he believed that this action was indicative of the gradual breaking down of the prejudice against summer advertising, so widely prevalent among most classes of advertisers.

HEREAFTER the Eastern advertising of the San Francisco *Examiner* and the foreign and local advertising of the New York *Journal*, will be under the joint management of Mr. E. Katz, the well-known Eastern representative of the San Francisco *Examiner*, and Mr. Wm. C. Freeman, who has been connected with the *Journal* since February, 1896. Mr. Katz has been associated with Mr. Hearst's enterprise for eighteen years or more and is known all over the country as an able advertising man. He will have entire charge of the office management of both papers.

QUITE a number of months ago, when Harold Frederic's "Damnation of Theron Ware" was published, PRINTERS' INK, noting that Mr. Gladstone's indorsement was used as an advertisement, suggested that the way to advertise a book profitably was to hint or intimate that the volume was being extensively sold, and had become, or was about to become, a subject of discussion in polite circles, so that people ought to purchase it in order to be "up to date." These suggestions have been utilized by the Century Company, of New York, which advertises its new publications under the heading: "Books Which People Are Buying," and by F. A. Stokes & Co., the publishers, of New York, who use the phrase "Books Much Talked Of" in the same connection.

THE most enthusiastic admirer of the Pabst ads is Mr. Oscar E. Binner, of Chicago, who designed them.

NOT one of the six dailies published in Toronto furnished the American Newspaper Directory for 1895 with a statement of actual circulation. Three of the six sent in annual statements and secured ratings in plain figures in the edition for 1896. In the 1897 (June) edition of the Directory every one of the six dailies of Toronto secured ratings in actual figures, every one having furnished a detailed statement of actual issues covering the entire year 1896. This reformation in the capital city of Ontario—the second largest city of Canada—is certainly very marked. It emphasizes a tendency now very pronounced among newspaper men: for whereas a few years ago only one publisher in twenty would tell his issues, it is found this year that satisfactory reports actually came from more than half of all the papers printing average editions of over a thousand copies.

AGENTS' NAMES.

Office of
THE RUSHFORTH PIN CO.,
JOSEPH BATTLES, Proprietor.
Manufacturer of the Rushforth Pin.
LAWRENCE, Mass., May 21, 1897.

Editor of PRINTERS' INK:

Can you inform me where I can obtain a list of good and reliable agents' names? By doing this you will greatly oblige yours truly, JOSEPH BATTLES.

PRINTERS' INK does not know of any reliable list of agents' names, and would be pleased to have any one who possesses such a list bring it to its attention. The majority of lists of "agents" are made up in this way: An advertisement is inserted in cheap weeklies or mail order monthlies offering to insert any one's name in an "agent's directory" for a quarter or a dime. The inducement held out is that publishers and other concerns will deluge with valuable samples the man who has his name inserted. The result is that the "directory" is really valueless as a repository of agents' names, being, in fact, a directory of people who wish to get something for nothing. A firm that secures a good list is apt to keep quiet about it. Lists of agents appear in the agents' papers, but it is difficult to tell whether these are really "good." The Little Schoolmaster solicits more information from all quarters.—[ED. P. I.

ADVERTISING FOR RETAILERS.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the promotion of better advertising. Send newspaper ads, circulars, booklets, novelties, catalogues. Tell your advertising troubles—perhaps PRINTERS' INK (The Little Schoolmaster in the Art of Advertising) can lighten them. Address all communications to the Editor of PRINTERS' INK.

About ten times as much matter is sent in for criticism as can go into the space allotted to this department. About every wide-awake advertiser, when he does a clever thing, and sometimes when he doesn't, sends it in for criticism. The matter you send this week cannot possibly appear under a month. Generally it takes about six weeks for any particular matter to work to the top of the pile. When I have already criticised the matter submitted by a house I cannot give so much attention to subsequent batches of matter, as there are so many others awaiting consideration. I have here five letters from a house whose matter I have criticised once, all accompanied by three or four ads. It will be some time before I can look at them. Some matter sent in cannot be criticised at all. This department is conducted for the benefit of as many of the readers of PRINTERS' INK as possible. I cannot give much attention to any matter which I cannot reproduce in some way, so as to show the bearing of my criticisms and their justness. It will benefit no one but the correspondent sending the matter if I merely give my opinion unaccompanied by the exhibits.

This department is intended for retailers. It is believed that while a large number of the readers of PRINTERS' INK are general advertisers, the greatest benefit of a department of this kind is in the criticism of retail advertising.

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Two cardboard folders, with halftone stock cuts on the covers, are being sent out by the R. Kirschbaum Co., of some city unknown, advertising their shoe department and their dress goods, suits, carpets and curtains, respectively. Both fall under the general criticism of telling nothing. They are worded in the usual conventional form, calling "special attention" to "complete stocks" of everything they ought to carry, and "everybody is invited to call early and inspect goods and prices." All these things are to be inferred. The R. Kirschbaum Co. told this much when they hung out their sign. These two folders, which look as if they cost good money, are nothing more than signs. They do not particularize. They are too general. A folder should treat of only one subject. It should advertise but one line of goods, and should tell some new, interesting thing about that line or article—either a new price, or a new grade or quality. The shoe folder is better than the other, as it at least is confined to shoes, while the other attempts to mention everything found in a general store. But the shoe folder could be improved. It gives pictures of a woman's $1.50 shoe and of a man's $1.50 shoe. There should have been brief descriptions of these shoes, telling how good they were for that money, and explaining why they are sold so cheaply, whether it is because they are not quite so stylish, or a cheaper material or what.

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The catalogue of Walker-Stetson-Sawyer Co., of Boston, jobbers in department store goods, is very complete, and apparently well edited. It contains no striking points of merit. It is called "News for Buyers," and is published in the transparent guise of a monthly periodical, a form which it makes little pretense of maintaining. The two or three pages of reading matter are of little value, being simply readers about the goods catalogued. To my mind, this space could be put to better advantage by frank and helpful suggestions, or facts about the business methods of or advantages of trading with the Walker-Stetson-Sawyer Co.

***

I do not think a booklet which bears the title, "An Insult to Your Intelligence," is well introduced. I pick up out of the matter sent for criticism a booklet with rather a striking cover which thus frankly avows itself, but even its frankness does not prepossess me. Like most people, I do not like insults of any kind whatever. On reading the booklet, however, I find that it is not insulting, but essays to tell me of the dealers who insult my

intelligence by stating that Garland stoves cost more than other stoves of the same grade. I don't like the book, first, because of its title; secondly, because it is a covert attack upon competitors, and lastly, because it is confusing in its statements.

The booklet says:

If you will take the trouble to make a just comparison of any size or type of stove or range within the covers of our price list with that of anything of equal grade which may be offered in competition with them, you can easily convince yourself that we give better value than those who are industriously undertaking to make you believe that they know more about our products than you do, and perhaps more about our goods than they do about those which they are engaged and paid to sell.

This long sentence is far from clear. If the stoves with which the Garlands are compared are of equal grade, how can the Garlands give better value, as this says? Does the writer mean by the words "better value" a lower price? If so, this is inconsistent with other parts of the circular which claims that the Garlands are as low in price as other equally good stoves, and elsewhere it asserts practically that there are no stoves equal to the Garlands. The circular, which is very nicely printed, devotes entirely too much attention to the claims and merits of competitors.

***

The Atoz Printing Co., of South Whitley, Ind., sends a piece of color work advertising the South Whitley *News*, which appeared in a county directory. The etymology of the name of this company, by the way, is interesting. It is "A to Z," which is not bad when you understand it. At first blush, I fancied it was Aztec or Mexican. The page sent for criticism is printed in three colors, and while very creditably done for a small office, I can not help feeling that the results are out of all proportion to the means. It always seems to me that a page of this kind can be so much better utilized in printing straightforward statements about the subject advertised, especially when that article is a newspaper. There are so many interesting things to say about a newspaper, and so few of them have been said.

***

The Le Roy Salt Company, of Le Roy, New York, send a terse folder which gives a few good results produced by using good salt—in other words, Le Roy salt. This is in the form of testimonials of cheese and butter makers who have exhibited and taken prizes with products in which Le Roy salt has been used. This ought to be an effective form of advertising. Outside of this there is nothing in the circular which tells anything about Le Roy salt. It says there are different grades, but gives no prices. I do not even know whether it is rock salt or whether it is made from salt springs or wells, but that is possibly just my ignorance, and everybody who uses salt will understand these facts without being told. For my own part, I like all the information about anything I am interested in that I can get, and I will risk being told a few things I already know every time for the sake of being well posted.

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STUART, Iowa.

Editor of PRINTERS' INK:

We were much interested in your article on "Seed" advertisements in issue of PRINTERS' INK of 10th inst.—in fact, are interested in everything that appears in that helpful publication. Since then we have had occasion to write a seed advertisement for a local dealer, which we inclose. Criticise it. Show wherein it is weak. Yours truly,

MOULTON & THODE.

Here is the ad sent:

FIELD AND GARDEN SEEDS IN BULK.

Our efforts of the past few years to supply the people of this locality with reliable Seeds in bulk for field, garden and lawn have met with such encouragement that we have made the buying and selling of Seeds a prominent part of our business. We have taken especial care in the selection of our Seeds this year, and to see that we got fresh, clean and pure Seeds. Such Seeds will grow and give good return. We buy our Seeds in large quantities, and sell in bulk by the ounce, pint, quart or bushel, thus giving to buyers the advantage of more seeds for a smaller amount of money than when bought in the package form. We have now in stock:

Clover of six different varieties—Common Red, Crimson, White, Mammoth, Alsike and Alfalfa; Timothy, Millet, Buckwheat, Barley, Blue Grass, Garden Seeds of all kinds; Onion Sets, etc.

Give us your Seed trade, and we will give you in return the best Seeds that care in selection and experience in buying will command.

HOLMES & WILLIAMS, STUART, IOWA.
Dealers in Agricultural Implements, Hardware, Seeds and Coal.

Moulton & Thode are the publishers of the Stuart *Locomotive*, and they have the right idea of the way in which the suggestions in this department are to be used. They also appreciate the fact that it is a wise policy for them to help their customers in the writing of their

business announcements. Many large papers have a complete advertising bureau, which is at the service of the patrons of the paper. The publisher of every country paper can do the same thing. The above seed ad, while it is a good one, and shows that the writer has taken the suggestions given in the right way, leaves some small things to be desired. For instance, one clean, distinct head would be better—"Seeds in Bulk," or "Clean Seeds"—set up in type as large as the line will allow, would be an improvement. The body of the ad is well written. I think, however, it would be good to mention the prices of the kinds of seeds quoted. A border around the ad would improve it typographically.

***

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—ED. P. I.]

For a Druggist.

When Some One At Home Is Very Ill

it won't do to run any risks with prescriptions—of having impure drugs or substitutes used for the pure drugs that your physician writes for. Trust us. We'll use only pure drugs. We'll put up prescriptions as your physician wants them compounded. And we won't make mistakes.

For a Hardware Store.

The Lawn or Garden

ought to be attended to at once if you want to add to the attractiveness of your home this summer. Before you start in you'll need proper tools. You can buy them here in the assurance you are paying the lowest prices, and at the same time getting dependable goods of best quality.

For a Tailor.

You Cannot Afford

to remain longer in ignorance of the tailoring possibilities our enormous stock and manufacturing facilities place at your disposal.

We are Tailoring "Specialists," handling woolens from all the prominent looms of the world, from the humblest grades to the most luxurious weaves demanded by the exactions of the swellest dressers.

We especially solicit even very trifling orders from those who have not hitherto dealt with us, and for this eminently cogent reason small buyers, supremely satisfied, soon expand into larger buyers, and the occasional customer, encountering uniform fair treatment, rapidly becomes much less "occasional."

For a Grocer.

Leave the Menu to Us

when you're to give a luncheon or dinner party. However simple or elaborate the menu is to be, our experience and judgment are at your service. We arrange the entire menu, and furnish everything that could be desired for the table.

Many substantials and delicacies here that, perhaps, you'll not find anywhere else. Lowest prices always.

For a Tailor.

What does a tailor do that we can't do?
Nothing.
What do we give that even the best tailor can not?
Much:
Saving of time—and money; a much wider choice of cloths; the opportunity of seeing them made up; your money back if you want it.
Suits $12 to $28.

For Electric Motive Power.

Electric Fans

serve a double purpose in cafes and dining-rooms. They cool the air and disperse flies. They are absolutely necessary from a business standpoint, for folks won't eat in a hot, stuffy, fly-infested room. Not a bit too early to get your fixtures up and see us about supplying the current.

For an Optician.

Eyes that See!

How will you ever know you can see as well as you could be made to see if you don't have your eyes tested? You read every day of two or more people seeing the same thing differently! Their hearts were right, but their eyes were wrong, and they didn't know it! Best facilities and improved methods, insuring the best results at the least expense.

For a Tailor.

The price of the cloth cuts a small figure in the total cost of a tailor-made suit—that is, our kind of tailoring. Lining, buttons and the work foot up over two-thirds. Unless you have worn one of our suits you cannot appreciate the care we exercise in the little details which go to make a perfectly tailored suit. Suits to order, $18 to $50.

G. WARFIELD SIMPSON,
Expert Tailor, 1208 F St.

For a Drug Store.

We are Conscientious.

Substitutes and impure drugs have no place here. We know physicians don't want us to use them, and we won't do it. Every prescription here is compounded of pure drugs by careful, accurate pharmacists, who don't make mistakes. You can trust us with prescriptions.

TYPES AND PRINTING.

The *Gazette de France*, still published, first appeared in 1631.

The first printing in New England was that of an almanac, in 1639.

The first attempt at parliamentary reporting was made in 1641.

The earliest newspaper established in Sweden was founded in 1643.

The first advertisement in a regularly printed newspaper was inserted in 1648.

The censorship of the press was first established in England in 1655.

The *Public Intelligencer*, first regular English newspaper, was issued in 1663.

The first exclusively commercial journal was the London *City Mercury*, 1675.

The first literary newspaper was the *Mercurius Librarius*, London, 1680.

The first sporting paper was the *Jockey's Intelligencer*, 1683.

The first medical paper was published by a physician's society in London, 1686.

The first paper mill in America was built near Philadelphia, 1690.

Printing paper was first made in England in 1690.

The first American newspaper was printed at Boston, September 25, 1690.

The first Russian journal was issued at Moscow in 1703.

The Boston *News-Letter*, the first American paper, was begun in 1704.

The first Bible printed in Ireland was executed at Belfast in 1704.

The first daily morning newspaper was the *Daily Courant*, London, 1709.

The *Daily Courant* consisted of one page, having two columns of translated paragraphs.

In 1710 Van Meyer soldered type pages together at the bottom.

The first types cast in England were made in London, 1720, by Caslon.

Rude stereotype printing was invented by Ged, of Edinburgh, in 1730.

Ged's molds, 1731, were made of plaster of paris.

The first Spanish newspaper was the *Diario de Madrid*, about 1750.

In 1757 the aggregate number of copies of English newspapers sold was 7,000,000.

The present method of stereotyping was the invention of Tilioch, 1779.

Logographic printing, words in one piece, was invented by Johnson, 1783; a failure.

The London *Times* was established in 1785, and in 1800 had 1,000 circulation.

In 1786, Cares, Paris, stereotyped with half molten lead.

The first Sunday paper appeared in London in 1788.

The *Moniteur*, official organ of the French Government, was founded in 1789.

The idea of machine printing was first suggested by Nicholson in 1790.

The first press west of the Alleghenies was set up at Cincinnati in 1793.

The first Indian journal was the Bengal *Hurkuru*, established in 1795.

The first newspaper to appear in Turkey was printed in French in 1795.

Stereotyping was so named by the Parisian printer, Didot, in 1798.

Before the year 1800 twelve papers were published in the United States.

A paper-making machine was patented by Fourdrinier in 1801.

The first Australian newspaper was the Sydney *Gazette*, established in 1803.

Paper in long rolls was first made in London in 1807.

The Stanhope press was invented in 1800; in general use in 1810.

In 1813 there were 56 papers in London—8 morning, 7 evening, 7 every other evening, 16 every Sunday.

Stereotyping was introduced in the United States by David Bruce in 1813.

The first book stereotyped in this country was a New Testament, 1814.

The first complete printing machine was patented by Koenig in 1814.

The *Times*, London, was first printed on Koenig's machines, November 28, 1814.

The roller press, an idea of Nicholson's, was introduced in 1816.

Clymer's Columbian press was patented in 1817. Considered very wonderful.

The first book printed by machinery was Blumenbach's Physiology, 1817.

—*The Country Editor.*

THE BARGAIN TABLE IDEA.

I emphatically indorse the bargain table idea. It is a natural outgrowth of any large business, and the more sides or departments a business has the more need is there for the bargain outlet. Clean stocks are manifestly the proper stocks. Broken lots, orphan pieces, ends of varieties, the waifs and strays that must result from active selling are things that clutter up shelves and debase regular lines. The quicker all these stragglers are cleaned out the better. They can be sold with regular goods, but never to the advantage of either.

Gathered on a bargain table, however, and conspicuously marked, they become a special attraction. If certain days are named as those on which these tempting bits will be handed out, the public soon comes to look for those occasions, and to profit by them. The dullest mind can understand that the merchant wants to be rid of remnants, no matter what the kind. It is reasonable that considerably reduced prices should be put upon them. And so the bargain table becomes a magnet.

This illustrates one of the great features of any successful advertising—the statement to be a drawing one must be reasonable. The bright advertiser catches up every point that will appeal to the public as giving a reason for better prices or for quick coming, and the success of his work is then half assured.—*M. M. Gillam, in Brains.*

WITH A CUTTING MACHINE.

A correspondent writes to the Little Schoolmaster as follows:

The New York *Evening Telegram* is running a prize competition for a trip to England, to be awarded to the most popular school teacher. The competition, of course, increases the number of papers printed every day by a good many in order to meet the increased orders of competitors' friends who wish to cut out the coupons. Many advertisers think that this is bona fide circulation, and that so many thousands more people see their ad every day. A "dead give-away" appears in the *Telegram's* issue of Wednesday, May 19 (consisting of twelve pages), in the following paragraph among remarks about the coupons coming in: "A praiseworthy feature of the work of Miss Ferguson's supporters is the neat manner in which the coupons are arranged. They are evidently cut from the papers with a cutting machine and done up in uniform bundles." How much good does the advertiser get from this sort of copies printed and chopped up?

A BRAND CANNOT BE PATENTED.

Commissioner Wieting, of the State Agricultural Department, determined that he would attempt to prohibit the use, by dairymen of other States, of the New York brand mark for dairy products, principally cheese. He, therefore, dispatched his deputy, George Flanders, to Washington, to see if the commissioner of patents would not issue a patent on the New York brand, which would exclude other States from using it. It was ascertained, however, that this could not be done, as the United States Supreme Court had held that it would be contrary to the interstate commerce law to allow a State to enter into trade by branding its products. The decision was made in the case of the South Carolina dispensary law, wherein it was sought to brand whisky under the name "Palmetto," and prohibit the use of the brand by persons in other States. The court held that a State may brand its products, but cannot prevent persons in other States from using the brand. It is claimed that Michigan cheese dealers are using the New York brand on an inferior cheese shipped to Liverpool and other European markets, to the detriment of the New York shippers, who have developed a splendid trade abroad. Commissioner Wieting will take steps, along other lines, to protect the New York brand.—*Otsego Farmer.*

A TOBACCO AD.

English papers have been for some time amusing themselves with the story that "My Lady Nicotine" has made the fortune of a tobacconist. Everybody in that book smoked the Arcadia mixture, and spoke highly of it at every possible opportunity. Readers began to ask Mr. Barrie where Arcadia mixture was to be bought, and Mr. Barrie told his friends that they could buy it under the name of Craven mixture, at a certain shop in Wardour street. There was forthwith a run upon the mixture, and the tobacconist's profits probably totaled up to a deal more than the author's royalties.—*Push.*

A LITTLE FIELD WELL TILLED.

It is better to have a small but thoroughly covered territory than a large one over which your advertising is spread very thinly. A business man ought not to reach out after country trade until he has his own town thoroughly covered. It is easier and less expensive to reach the people close to the store than it is to reach those farther away.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

MISSOURI.

COVERS the field—St. Joseph HERALD—8,000 d. 8,000 S., 9,000 w. LA COSTE, New York.

NEW YORK.

BINGHAMTON LEADER.

BINGHAMTON LEADER, the tea table favorite.

BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

BINGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 1895, Daily, 8,745; Weekly, 6,600. More circulation weekly than all the other Binghamton weeklies combined. THE S. C. BECKWITH SPECIAL AGENCY, Sole Agts. Foreign Advertising, New York and Chicago.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily; 4,500 weekly. LA COSTE, New York.

YOUNGSTOWN, O., Sunday NEWS; established 15 years; 2 cents a copy; sworn circ'n 4,220 copies. Reaches the best homes. Ask for rates. Address C. M. SHAFFER & CO., Youngstown, O.

TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for itself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

GALVESTON TRIBUNE, Daily four pages, Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. P. Ladd, Pres.; Chas. Fowler, Vice Pres.; George Sealy, Treas.; Fred Chase, Sec'y and Bus. Man. Clarence Ousley, Editor. S. C. Beckwith Special Agency, sole agents.

WASHINGTON.

THE "P. I."

SEATTLE POST-INTELLIGENCE". Largest circulation in the State.

CANADA.

$6.00 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

Displayed Advertisements.

Must be handed in one week in advance.

50 cents a line; $100 a page; 25 per cent extra for specified position—if granted.

Walter C. Swart

Advertising Agent....

Placing advertisements for insurance companies and agents a specialty.

Any advertisement placed anywhere, any time, for reliable people.

P. O. Box 830

128 Wall Street

Schenectady, N.Y.

FRIENDS' PUBLICATIONS.

These are the only mediums to reach the great body of Friends in the United States and Canada. The Friends are a well-to-do and thrifty people, and have great confidence in anything advertised in the periodicals of the Church.

1. **The Teachers' Quarterly** is published for the Sabbath School Superintendents and Teachers.
2. **The Advanced Quarterly** is intended for the main body of the Sabbath School.
3. **The Intermediate Quarterly** is for a younger class of pupils.
4. **The Primary Quarterly** is for the infant class. These Quarterlies have a combined circulation of over 31,000, and are kept in the homes for three months; the advertisements cannot fail to attract attention.
5. **Our Youth's Friend** is a literary paper for young people. The average circulation for the past year has been 11,119.
6. **Our Little Folk's Magazine** is intended for the little ones. Mothers are delighted with it, and any advertisement in it must claim their attention. Circulation, 4,000.
7. **The Christian Arbitrator** This is the Friends' publication on Peace and Arbitration. The circulation is largely among ministers and educators. It is a very valuable medium for certain lines of advertising.

Entire circulation of the papers is over 50,000.

FOR RATES APPLY TO THE
Publishing Association of Friends,
CHICAGO, ILL.

There is Not a Question . . . ?

In the mind of any observing, thinking person as to which is the

Favorite Morning Paper of Montana.

The rapid increase of circulation of

The Helena Independent

And the amount of advertising done through its columns by the leading merchants and business people pronounce the verdict. It is the **Most Complete and Interesting Paper** ever issued in Montana. Its corps of writers and its facilities for handling the news are second to none.

The Helena Independent, a paper for the home, for the office, for the business house, for everybody. Its circulation is now

Larger than ever before.

H. D. LA COSTE, Eastern Manager, 38 Park Row, New York.

Texas is the greatest State in the Union. There are over 300,000 Baptists in Texas.

THE TEXAS BAPTIST STANDARD

is their chief denominational medium.

The STANDARD has the largest circulation of any religious paper published in the Southern States.

The following affidavit proves that fact:

WACO, TEXAS, February 3 1897.

TO WHOM IT MAY CONCERN:

This certifies that the smallest number of complete copies of the TEXAS BAPTIST STANDARD printed during any week of 1896 was 21,500.

J. B. CRANFILL, Proprietor.
(Seal.) T. M. HAMILTON, Pressman.
ST. CLAIR LAWRENCE, Mailing Clerk.

Subscribed and sworn to before me by J. B. Cranfill, T. M. Hamilton and St. Clair Lawrence, this 3rd day of February, 1897.

JNO. T. BATTLE,
Notary Public, McLennan Co., Texas.

Advertising rates are reasonable.

Write to the **Texas Baptist Standard, Waco, Texas**, for sample copy and rate card.

Woman's Health and Home Journal

REACHES SOUTHERN HOMES!

The Woman's Health and Home Journal is a distinctive home paper. Every copy goes into a well-to-do Southern Home. And every copy is paid for. The paper is six years old. Circulation steadily increases. No issue for 1897 has numbered under 15,000. Actual paid lists, April 1st, count 17,251

It pays advertisers. Write for terms.

From the White House Tea, Spice and Baking Powder Co.

The Woman's Health and Home Journal is, in our estimation, the best advertising medium in the South. We have received more replies to the one-inch "ad" in the February issue than from all other papers combined. We are pleased with results and recommend it to advertisers.

THE WOMAN'S HEALTH and HOME JOURNAL
Chattanooga, Tenn.

The Circulation

accorded the Albany papers in *Printers' Ink*, issue of May 12, 1897, is not correct so far as it relates to

The ... Argus

THE ARGUS has the largest circulation of any morning newspaper in Albany. A sworn statement of the circulation of THE ARGUS for the month of April, 1897, showing an average

DAILY CIRCULATION OF

6,293

was left at 10 Spruce Street by a representative of THE ARGUS.

Send for sample copies of THE ARGUS and you will understand why

The Argus Leads.

THE ARGUS CO.,
Albany, N. Y.



THE NEW WOMAN AND THE OLD ONE, TOO,

Read Lane's List papers. Do you know that women's purchases comprise 85 per cent of the mail order commerce of this country? Do you want your share? Then write me for prices, information, etc. Never any trouble to answer questions.

WALTER D. STINSON,
AUGUSTA, MAINE.

The——

"Multipress"

printing on a web from **Flat Forms of Type,** is now ready for the market. It is faster, simpler, stronger and more convenient to operate than any similar machine.

The courts hold that Patent 376,053 covers presses of this nature, and any statement to the contrary is false or intentionally misleading.

We shall permit no infringement of our patents.

The Campbell Co.,

6 Madison Avenue, New York
334 Dearborn Street, Chicago

Make . . .
Advertising
Pay . . . .

THE

Evening Journal

OF JERSEY CITY, N. J.,

Was a daily visitor during 1806 to no less than

15,035 Families

in the wealthy suburban population of Hudson County.

The MEDIUM that reaches 15,035 families must pay advertisers.

The Circulation

OF THE

WILLIAMSPORT

(PA.)

Gazette and Bulletin

Is guaranteed to be as represented:

6,000 Daily,
4,000 Weekly.

For rates and copies of the paper address:

H. D. LaCoste, 38 Park Row, New York.

THE

TIMES-UNION

has a larger paid circulation than all the other Albany dailies combined.

BOOKS OPEN TO ALL.

Consequently it is the best advertising medium in the Capital City.

JOHN H. FARRELL,

Editor and Proprietor

Albany, New York.

Trade Papers

THE advertising pages of trade papers are, as a rule, badly set The type used is mostly old fashioned and, in nearly every case, is pretty well played out. The display is bad throughout. A border is seldom if ever used. The consequences are that the papers are unsatisfactory and present a cheap appearance.

I want to make arrangements with trade papers to set their advertising pages and deliver to them electros of the full pages or parts of them. I am in a position to give them satisfaction, both in quality and price. I can improve the general appearance of the advertising pages of nearly every trade paper in the United States from 100 to 200 per cent.

All I request is that you will furnish your copy time enough ahead to allow me to set the ads properly and ship electros promptly.

Proprietors of trade papers are requested to write for terms, etc. They will find that, in addition to improving the general appearance of their paper and giving it a more prosperous look, they will please their advertisers and secure more and better business because of the vast improvement.

Address, with a copy of your paper,

WM. JOHNSTON,
Manager Printers' Ink Press.
10 Spruce St., New York.

The Brooklyn Daily Eagle

PUBLISHES MORE ADVERTISEMENTS
.... OF ....

Summer Resorts

THAN ANY OTHER PAPER IN
.... AMERICA ....

The Annual .· .· .·

SUMMER RESORT SOUVENIR NUMBER

Published June 13, 1897.

ADVERTISERS WHO CONTEMPLATE DOING BUSINESS IN RHODE ISLAND SHOULD FIRST CONSULT THE STATEMENT OF EVENING and SUNDAY TELEGRAM Circulation for 1896:

STATEMENT OF CIRCULATION OF Evening Telegram Sunday Telegram Providence R.I. March 26 1897.

(Name of Paper) (Town, State and Date)

Messrs. GEO. P. ROWELL & CO., Publishers of American Newspaper Directory, 10 Spruce Street, New York:

SIRS:—The issues of this paper for one year from January 1st, 1896, to December 31st, 1896, inclusive, *actual number of complete copies printed*, have been as stated below.

Day	January.	February.	March.	April.	May.	June.	July.	August.	September.	October.	November.	December.	MONTHLY TOTALS RECAPITULATED.
1	30147	30664	31543	31177	30461	30732	30919	31026	25720	X32040	30517		Jan. January Sunday 518539 — 137375
2	30969	X32170	31002	31587	31468	30620	30618	X31071	31345	25817	30515	30705	
3	30216	30354	30873	X33860	30461	30419	30478	30417	28404	30421	30521		Feb. February Sunday 761935 — 153795
4	30711	30410	30410	31810	30346	30495	30308	30527	X30517	30511	30500		
5	X29775	30379	31054	X34460	30214	30761	X32125	30520	30412	25406	30603	30748	Mar. March. Sunday 814996 — 158446
6	30519	30586	31077	31719	31414	30264	30361	30521	X30121	28206	30612	X31458	
7	30346	30414	31226	31110	30761	X32615	30910	30476		25441	31127	30311	
8	30184	30201	X30581	31414	31523	30649	30415	30511	31341	27451	X30915	30644	Apr. April. Sunday 810498 — 139434
9	30267	X29117	30999	31413	30309	30582	30500	X33036	29827	24361	30924	30718	
10	30119	30314	31343	31379	X32217	30521	31083	30200	30115	30149	30709	30699	May. May. Sunday 771835 — 153795
11	30417	30774	31230	31369	30811	31316	30741	30413	30211	X31400	30314	30544	
12	X30976	30501	31977	X30781	30960	31001	X20100	30415	29460	24370	30307	31476	June. June. Sunday 761146 — 173679
13	30217	30915	31616	31319	30619	31016	30809	31113	X30815	30138	30945	X32422	
14	30746	30744	31711	30921	30883	X30110	30926	31327	30148	30178	30115	30418	July. July. Sunday 810498 — 163756
15	30341	31187	X33962	30769	30810	30774	31119	31514	30275	30456	X30851	31418	
16	30293	X33462	31573	30998	31681	30629	30606	X33220	29206	29296	30490	31316	Aug. August. Sunday 798547 — 173679
17	30417	30617	31261	30514	X34118	30519	30833	31002	28473	30361	30611	31463	
18	31015	30816	31314	30931	30516	30921	30989	31321	29190	X30276	30546	31313	Sept. September. Sunday 746026 — 172478
19	X28563	32766	30973	X30026	30713	30717	X32217	31673	29311	29419	30715	31618	
20	30419	30819	31266	30973	30795	30918	30711	31460	X31434	30319	30617	X32536	Oct. October. Sunday 813189 — 174168
21	30314	30614	31452	31378	30863	X29716	30911	31981	29256	30113	30498	31690	
22	30317	30598	X31112	31018	30918	30928	30794	31609	28911	30113	X31850	31318	Nov. November. Sunday 737808 — 175953
23	30301	X30459	31316	30819	31119	30601	30496	X30418	28558	30171	30513	31377	
24	30312	30718	31374	30719	X30806	30856	29431	31514	28547	31218	30711	31214	Dec. December. Sunday 746026 — 172478
25	30678	30634	31259	31783	30976	30859	28663	32017	29146	X31192	30512		
26	X30672	30803	31314	X29877	30918	30944	X24259	31941	29381	30761		31420	
27	32313	30946	31466	30946	30917	30613	30327	31651	X30108	30316	30914	X32463	
28	30228	31138	31135	31068	30721	X32136	30357	31113	29070	30914	31434	31176	
29	30319	30997	X29430	31866	31400	30686	30614	31941	29327	31116	X31930	31853	
30	30151		31316	31223		30830	30817	X34165	28918	31933	30918	31316	
31	30113		31630		X31430		30583	31504		31311		30853	
Sunday Totals	818532	781325	810490	810498	771835	778232	796146	810498	746026	813189	773808	807690	
Week Days	1253772	1256488	1298826	1258737	1253660	1252492	1262580	1277472	1241165	1256885	1249608	1249608	

X SUNDAY EDITION.

Grand total of copies printed during the entire year, 9893250—1641567

The grand total when divided by 309 daily and 52 Sundays which is the actual number of days of issue, shows that the **average number of complete copies printed per issue was** 30772 — 5167

This is a correct report for the entire year 1896, and is made in good faith for the purpose of being placed on file in the office of the AMERICAN NEWSPAPER DIRECTORY and securing an accurate and exact circulation rating in the 29th annual issue of that publication—for the year 1897.

Signature. Providence Telegram Pub Co

per D F Longone Mngr

It will be noted that this report is signed with a pen by one whose authority to sign is apparent or clearly stated.







THE DAILY HOUSTON POST

goes in club packages to

379 Post-Offices

in TEXAS and LOUISIANA every day.

THE POST sends more papers into the homes of these towns than any other newspaper. THE DAILY POST also sends three or four papers each to hundreds of small offices every day in single wrappers not counted above.

THE SEMI-WEEKLY POST

goes in club packages to

1413 Post-Offices.

DO YOU WANT TO REACH THE PEOPLE IN THESE TOWNS? .. ..

You can see the lists and get rates by dropping a postal to or calling on



American Newspaper Directory for 1897.

THE AMERICAN NEWSPAPER DIRECTORY for 1897, June issue, is now ready for delivery.

The subscription price for one copy is five dollars, as heretofore.

A CONFIDENTIAL INFORMATION BUREAU CONCERNING THE CHARACTER AND CIRCULATION OF NEWSPAPERS.

Orders are solicited for the June issue, or for an annual subscription covering the four quarterly issues of the Directory, which will hereafter appear on the first day of June, September, December and February.

A yearly subscription will also include a subscription for PRINTERS' INK.

The price of an annual subscription, as specified above, is twenty-five dollars ; and the subscriber becomes a member of the Confidential Information Bureau of the AMERICAN NEWSPAPER DIRECTORY, and as such member, and in consideration of the payment of the sum of twenty-five dollars, strictly in advance, will be entitled to and allowed the privilege of applying to the publishers of the Directory, at pleasure, for a confidential report concerning the circulation or character of any newspaper credited by the AMERICAN NEWSPAPER DIRECTORY with a circulation rating greater than 1,000 copies per issue.

Such confidential reports will be supplied to subscribers whenever called for.

For further information address

GEO. P. ROWELL & CO., Publishers of
AMERICAN NEWSPAPER DIRECTORY AND PRINTERS' INK,
No. 10 Spruce St., New York.

SUBSCRIPTIONS ARE NOW SOLICITED.

The first three subscriptions received for the Confidential Information Bureau were, (1st) from the President of the American Newspaper Publishers' Association, (2d) from the owner of the one and only great magazine that always lets its actual issues be known and (3d) from the largest advertiser in America. See fac-simile of orders on following pages.

The Dependence and Guide.

Messrs. Geo. P. Rowell & Co.'s *American Newspaper Directory* has long since earned the reputation of being the best of its character. It contains the results of patient, expensive and systematic effort to secure all attainable information of interest concerning American Newspapers. The work has been honestly done. This will not be questioned by any unprejudiced examiner. The most important question is circulation. In attempting to give this information the Editor of the Directory encounters his most difficult work. As a rule, newspaper publishers lie, directly or indirectly, concerning the circulations of their papers. It is the aim and necessity of the Directory to give the truth instead. The result of this difference of purpose is inevitable—a great deal of criticism and abuse from publishers whose untruthful statements have not been accepted by the Editor of the Directory. The attacks of papers of this class upon the corrections of the Directory have, however, been unsuccessful in affecting general confidence in the character of the work, and Geo. P. Rowell & Co.'s *American Newspaper Directory* is to-day the dependence and guide, in a greater or less degree, of every large advertiser in the country.

—*Chicago (Ill.) Daily News, August*, 1880.

Annual Subscription Blank for American Newspaper Directory and Confidential Information Bureau.

THE AMERICAN NEWSPAPER DIRECTORY for 1897 will appear June 1. The Directory will be revised and reissued September 1 and December 1, 1897, and regularly thereafter once in three months—March 1, June 1, September 1 and December 1, 1898. Forms will close August 1, November 1, February 1 and May 1, and always one month in advance of the date of issue. Corrections will be made daily as authenticated information is received or obtained.

The price of the AMERICAN NEWSPAPER DIRECTORY will be $5, as heretofore, for a single copy. For $25, if paid in advance, subscribers may receive all the four issues of the Directory of a year, commencing with the current issue when subscription is received, and *Printers' Ink* (issued weekly) for one year, thus having always the latest information; and in consideration of the payment ($25) strictly in advance, the subscriber may have the privilege of applying to the office for special confidential reports whenever wanted. Address orders to March 8th, 1897. GEO. P. ROWELL & Co., Publishers, No. 10 Spruce St., New York.

St. Louis Ap. 12, 1897

Messrs. GEORGE P. ROWELL & Co., Publishers of
THE AMERICAN NEWSPAPER DIRECTORY,
No. 10 Spruce St, New York.

Gentlemen:

Please enter our name as a cash in advance subscriber for one year for the quarterly issues of THE AMERICAN NEWSPAPER DIRECTORY, together with the privilege of applying to your office at pleasure for special confidential reports concerning the circulation and character of any newspaper credited by THE AMERICAN NEWSPAPER DIRECTORY with a circulation rating exceeding one thousand copies per issue. For the four quarterly editions of the Directory as above, the privilege of confidential reports as specified, and for a subscription to PRINTERS' INK, published weekly, we hereby promise to pay $25 on receipt of the first quarterly edition of the Directory ~~and $25 annually until this subscription~~ shall cease by written order.

Publishers: George Knapp & Co.
by Chas. Bellamy, Pres't.

Signature of Subscriber

P. O. Exchange Box 45
St. Louis, Mo

Address of Subscriber.

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March 26th, 1897.

April 21st, 1897

MESSRS. GEORGE P. ROWELL & CO., Publishers of
THE AMERICAN NEWSPAPER DIRECTORY,
No. 10 Spruce St., New York.

Gentlemen:

Please enter ~~my~~ name as a cash in advance subscriber for one year for the quarterly issues of THE AMERICAN NEWSPAPER DIRECTORY, together with the privilege of applying to your office at pleasure for special confidential reports concerning the circulation and character of any newspaper credited by THE AMERICAN NEWSPAPER DIRECTORY with a circulation rating exceeding one thousand copies per issue. For the four quarterly editions of the Directory as above, the privilege of confidential reports as specified, and for a subscription to PRINTERS' INK, published weekly, ✓ hereby promise to pay $25 on receipt of the first quarterly edition of the Directory and $25 annually until this subscription shall cease by written order.

John Brisben Walker
Signature of Subscriber.

Proprietor The Cosmopolitan.

Irvington
Address of Subscriber.

Annual Subscription Blank for American Newspaper Directory and Confidential Information Bureau.

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March 24th, 1897. GEO. P. ROWELL & Co., Publishers, No. 10 Spruce St., New York.

APR 20 1897, 189

Messrs. GEORGE P. ROWELL & Co., Publishers of
THE AMERICAN NEWSPAPER DIRECTORY,
No. 10 Spruce St, New York.

Gentlemen:

Please enter our name as a cash in advance subscriber for one year for the quarterly issues of THE AMERICAN NEWSPAPER DIRECTORY, together with the privilege of applying to your office at pleasure for special confidential reports concerning the circulation and character of any newspaper credited by THE AMERICAN NEWSPAPER DIRECTORY with a circulation rating exceeding one thousand copies per issue. For the four quarterly editions of the Directory as above, the privilege of confidential reports as specified, and for a subscription to PRINTERS' INK, published weekly, we hereby promise to pay $25 on receipt of the first quarterly edition of the Directory. ~~and $25 annually until this subscription shall cease by written order.~~

ROYAL BAKING POWDER CO.

Signature of Subscriber.

100 William St, N.Y. City

Address of Subscriber.


To Be Loved
For The Enemies
It Has Made.
THE AMERICAN NEWSPAPER DIRECTORY
PUBLISHED BY
GEO. P. ROWELL & CO
10 Spruce St.
NEW YORK
A Book Full Of Facts.
Every Circulation Liar In America Is Its Enemy.
An annual publication, costing $5, in which every Newspaper and Periodical in America is correctly listed. As "Dun's" and Bradstreet's "Reference" books gives the business man information on the standing and reliability of mercantile concerns, so this book gives the advertiser accurate information as to the circulation, character, etc., of advertising mediums.

To Be Sought After By All Friends Of The Truth.



The main object of this book is to help the advertiser get what he pays for. It does so by giving him, guaranteed, truthful information about the circulation, etc., of every publication in North America. Those who follow it make no mistakes. Price $5. Issued and corrected once each year.

There Are

300,000,000,000

FEET

Of Standing Timber in

Western Washington.

There are thousands of acres of fertile farming lands, scores of big coal mines, hundreds of gold and silver mines. The rivers, bays and inland seas teem with fish. In fact, Washington is a great State, and its people are prosperous.

The Seattle Post-Intelligencer,

DAILY, SUNDAY, WEEKLY,

Is the leading paper of the State. It prints more news, circulates more papers and carries more advertising than any paper in the State. It is a medium that pays advertisers.

A. FRANK RICHARDSON { Eastern Representative, Tribune Bldg., New York.

S. P. WESTON . . . In Charge of Advertising
JAS. D. HOGE, JR. . . . . Business Manager

Why do you think advertisers spend thousands of dollars each year in the

Vickery & Hill List?

We have several customers that each spend about $10,000 per year and have done so for several years. Our largest customers are those who can trace results, but we have a representative list of the big general advertisers who never buy space, except when they are satisfied that the medium is a good one. How are these? Every one of these advertisers used the

Vickery & Hill List

DURING 1896.

ENAMELINE, SWANSON RHEUMATIC CURE CO.,
LORING & CO.,
WELLS, RICHARDSON & CO., J. C. AYER CO.,
LYDIA E. PINKHAM MEDICINE CO., C. I. HOOD & CO.,
WINSLOW SOOTHING SYRUP, LONDON TEA CO.,
WARNER SAFE CURE CO., SCOTT'S EMULSION,
CHURCH KIDNEY CURE CO., STERLING REMEDY CO.,
T. A. SLOCUM MEDICINE CO., INDIA CEYLON TEA CO.,
HARPER FURNITURE CO., HALL'S HAIR RENEWER,
REVERSIBLE COLLAR CO., and many others.

Have you investigated this list? Perhaps you are losing that which would add materially to your profit. Why not ask some one who does know about it?

A CIRCULATION OF 1,500,000 PER MONTH
IS AT YOUR SERVICE.

C. E. ELLIS,
SPECIAL ADVERTISING MANAGER,
401-2-3-4 Temple Court, N. Y. City.

BOSTON OFFICE:
72 International Trust Building,
E. R. GRAVES in charge.

CHICAGO OFFICE:
903-4 Boyce Building,
W. J. KENNEDY in charge.

Side Talks with Advertisers

TALK No. 4.

ECONOMY IN ADVERTISING.

Economy in advertising is care taken in the selection of mediums that will reach the greatest number of your possible patrons at the least possible trouble and expense. The high-class paper has more buyers among its subscribers than the "screamer." It is economy to patronize the high-class paper if you have high-class goods to sell.

The Detroit Free Press

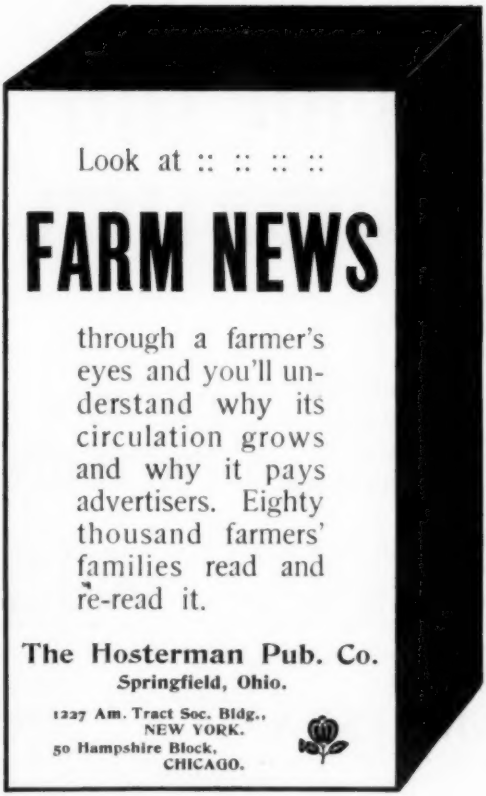
is read by the greatest possible number of the best people in the country. Its age and influence lend force even to its advertising columns. The "Twice-a-Week Press," the successor of the old weekly edition, reaches 200,000 people a week.

R. A. CRAIG,

41 Times Building, New York.

Written and designed by The Advertisers' Agency, Philadelphia and Buffalo.

Papers that please, pay.



Circulation books open to advertisers.

A Careful Investigation

Will convince every one that under the New Management

THE CHICAGO DISPATCH

is one of the CLEANEST, BRIGHTEST and PROGRESSIVE Newspapers of the day.

OLD METHODS
OLD POLICY
OLD IDEAS
OLD PRINCIPLES

HAVE BEEN OBLITERATED.

ITS AIM NOW IS TO PRINT

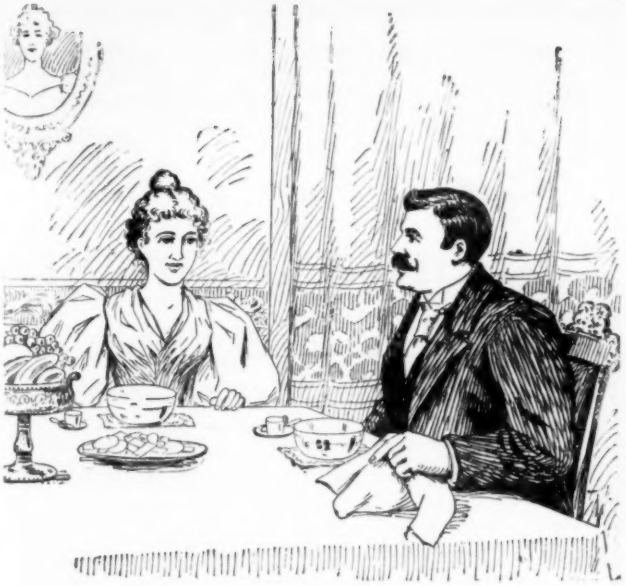
All the News that is Wholesome.

NOTHING MORE, NOTHING LESS.

ADVERTISERS will now find **THE DISPATCH** read in a great majority of the HOMES, OFFICES, BUSINESS HOUSES and FACTORIES, and on ALL the TRAINS and STREET CARS in and about CHICAGO.

Eastern Office:
517 TEMPLE COURT,
New York.

HOME OFFICE:
115-117 Fifth Avenue,
CHICAGO.



A literary man, used to the niceties of expression and fond also of the pleasures of the table, in speaking of

RIPANS TABULES

says: "I couldn't recommend this remedy as heartily as I do if I didn't believe in it. I am not much of a medicine taker. I am opposed to medicine, on principle. There ought to be no need of medicine—just as there ought to be no poverty—but there *is*. If people lived right they would be well. Sunshine, air, exercise, fun, good food—plenty and not too much—are the best medicines, the natural ones; but men are tied to their desks, and women to their home cares, and both are tied to fashion. Civilized existence is artificial and needs artificial regulators. I recommend Ripans Tabules—and take them myself. I know they are both harmless and effective. (I know what they are made of.) They are the best remedy I know anything about for headaches, or indigestion, or biliousness, or any sort of sluggishness in the system. And they are in the handiest possible shape to carry in the pocket."



THE JOURNAL is the only paper in the South that prints a daily statement of its actual circulation. The register on its press is open to the inspection of everybody.



Atlanta Journal

Over Half a Million a Month.

Circulation of The Atlanta Journal During April, 1897:

April 1,	Counter register.....	21,540
April 2,	Counter register.....	21,470
April 3,	Counter register.....	22,540
April 5,	Counter register.....	22,820
April 6,	Counter register.....	22,040
April 7,	Counter register.....	22,210
April 8,	Counter register.....	23,880
April 9,	Counter register.....	22,220
April 10,	Counter register.....	25,680
April 12,	Counter register.....	22,350
April 13,	Counter register.....	22,250
April 14,	Counter register.....	22,680
April 15,	Counter register.....	22,810
April 16,	Counter register.....	22,800
April 17,	Counter register.....	23,530
April 19,	Counter register.....	22,900
April 20,	Counter register.....	22,110
April 21,	Counter register.....	22,460
April 22,	Counter register.....	22,540
April 23,	Counter register.....	22,510
April 24,	Counter register.....	23,330
April 26,	Counter register.....	22,210
April 27,	Counter register.....	22,570
April 28,	Counter register.....	22,290
April 29,	Counter register.....	22,070
April 30,	Counter register.....	22,230
	Total.....	588,040

AVERAGE PER DAY . . 22,617

This is the largest circulation of any newspaper, morning or evening, between Baltimore and New Orleans.

THE ATLANTA JOURNAL.

HOKE SMITH, President. H. H. CABANISS, Manager.



How to Fail

IN THE

Printing Business

is the title of an article in the May issue of the *Printer and Bookmaker*, published at New York, and it is worthy of being read by every printer throughout the country. It starts off by saying that there are a hundred ways of running a printing office, and that only one of them leads on to fortune. The other ninety-nine lead on to various degrees of innocuous desuetude or to complete disaster. It then goes on to show some of the numerous reasons which lead to the failure of printing houses, many of which have embarked on the sea of trade with bright anticipations and serene confidence in the future. Among the reasons there is one which specially interests me, as it is identical with the methods used by my competitors to secure trade. It says: "*If you should happen to find some one who will sell you modern machinery on very easy terms, of course you need not bother about the future payments. They will always take care of themselves, and it is as easy to renew a note as to pay it.*" Every ink house in the country, with the exception of myself, would be glad to take orders on the above terms, and run the risk of getting paid. Of course their prices are much higher than mine, and if a customer does pay he makes up for those who don't. Since I started in the ink business I have received over thirty thousand (30,000) orders, and not one of them ever left my office without first receiving the cash. I have no agents. I keep no books. I make no bad debts. These are some of the reasons why my prices are from forty to seventy-five per cent lower than my competitors', and my inks the best in the world. Send for my price list. Address

PRINTERS INK JONSON,

8 Spruce Street, New York.

5c WHY IT PAYS ADVERTISERS 5c

ELMIRA TELEGRAM

The People Who Purchase It Have Money

..THE..

FIVE 5c CENT

SUNDAY PAPER

Is Always Purchased By People Who Have The Stuff

Having It To Purchase A Five-Cent Paper They Have It To Purchase Good Goods From The Advertiser

GIVE A TRIAL ORDER AND SEE WHAT COMES FROM 250,000 TELEGRAM READERS

H. S. BROOKS, President and General Manager.

A. FRANK RICHARDSON,

New York. London. Chicago.

ELMIRA TELEGRAM

5c IT SELLS FOR FIVE CENTS 5c

When
you
do

Street Car Advertising

consult with
experienced people —
don't waste time
and money
on amateurs or
irresponsible parties.
We have a record
of twenty years
and also
are placing business
for the same people as
in 1877,
besides many new ones —
they know
Street Car Advertising
of the
"Kind that Pays."

Geo. Kissam & Co.

253 Broadway, New York.

Advertising

Involves the expenditure of large sums of money. Every one is anxious to so conduct it as to secure the greatest returns for the outlay.

To ask advice of those who have had experience is most natural, and as PROFESSIONAL advertisers we are often called upon to give such instructions as will enable the inquirer to avoid unremunerative expenditures.

AS ADVERTISING AGENTS we offer the facilities which we possess to the advertising public, with confidence in our ability to be of service; and, although prepared to negotiate the largest transactions, we are anxious to secure the patronage of small advertisers, and we make it a rule to give to an order for a single paper, which may amount to no more than one dollar, the same care and attention which would be bestowed upon one amounting to hundreds of thousands of dollars. When it is understood that the convenience of an Advertising Agency like ours costs the advertiser nothing—our services being paid for by the publishers entirely—there would seem to be no reason why advertisers should not invariably avail themselves of them.

The Geo. P. Rowell Advertising Co.,

10 Spruce St., New York.